



### Business challenge

Managed service providers must adapt to clients' evolving needs as quickly as possible, while keeping services online 24/7. For i-Virtualize, the key was moving to a more flexible infrastructure.

### Transformation

As i-Virtualize grew its managed services business, it realized that its traditional siloed data center infrastructure was not agile enough to meet clients' ever-changing needs. To boost flexibility, the company adopted VersaStack from IBM and Cisco—a pre-integrated infrastructure stack that aligns perfectly with its managed services strategy.



Dan Simunic  
Co-Founder and VP,  
i-Virtualize

### Business benefits

#### 50%

reduction in storage acquisition costs with real-time data compression

#### Boosts

performance with automated storage tiering

#### Simplifies

administration and increases productivity with a single management console

# i-Virtualize

## Building an agile architecture for managed services and cloud with VersaStack

i-Virtualize is an IT solutions and services company that acts as a value-added reseller and managed solution provider for virtual desktop infrastructure, virtual server hosting and disaster recovery—helping clients reduce operational cost, streamline business operations and increase efficiency.

*“VersaStack helps us deliver cloud, big data and enterprise application deployments with ease.”*

—Dan Simunic, Co-Founder and VP, i-Virtualize



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## The next evolution in managed services

i-Virtualize has seen considerable growth in recent years in managed services: its hosted solutions for virtual desktop infrastructure, virtual server hosting and disaster recovery are becoming increasingly popular with clients, as companies continue to seek to reduce cost and complexity by moving into the cloud.

John Buskermolen, Co-Founder and VP, explains: “Our clients’ needs are constantly growing and changing, and that means we need a flexible infrastructure that can support whatever they ask for. Traditional siloed datacenter infrastructure can make it difficult to deploy and manage

resources quickly, which increases administrative workload and inflates costs. To get ahead of the competition, we needed a better solution.”

## Pre-engineered stack of best-of-breed technologies

i-Virtualize was looking for a full stack of datacenter technologies that would be easy to manage, rapid to deploy, and instantly scalable as clients’ needs changed.

Dan Simunic, Co-Founder and VP, comments: “The new VersaStack solution from IBM and Cisco has the efficiency and versatility to deliver cloud, big data, and enterprise application deployments with ease. Of the options we considered, VersaStack made the most sense for our business needs.”

The VersaStack is a pre-engineered, tested, and supported combination of server, storage, networking and software technologies from Cisco and IBM. Cisco UCS Director software provides a single interface for seamless management of the entire stack, while IBM® Storwize® V7000

storage provides innovative features such as automatic tiering and real-time compression.

## Increasing internal efficiency and delivering innovation

With its new integrated, efficient and versatile infrastructure, i-Virtualize is well-positioned to adapt its IT environments to meet clients’ needs quickly and with minimal risk.

John Buskermolen says: “The technology is so much smarter than a traditional infrastructure. Features like real-time compression will allow us to reduce our storage acquisition costs by up to 50 percent. And IBM Easy Tier® helps us keep the right data on the right storage platforms, based on real-time usage patterns—maximizing performance while reducing the need for costly tier 0 or tier 1 capacity.”

Dan Simunic concludes: “Unlike many competing managed services providers, who build their services on tier 3 white boxes, we chose

### Solution components

- VersaStack by IBM and Cisco
  - IBM® Storwize® V7000
  - Cisco Nexus 9000
  - Cisco UCS Director
  - Cisco Unified Computing System



enterprise-class technology from the start. VersaStack represents the next evolution in this journey.”

### Take the next step

To learn more about how IBM and Cisco are working together to develop innovative storage and networking solutions for the data center, contact your IBM or Cisco representative or Business Partner, or visit the following websites:

[ibm.com/versastack](http://ibm.com/versastack) or  
[www.cisco.com/go/versastack](http://www.cisco.com/go/versastack)

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