



Making first-mover advantage count

QSS wanted to gain share in the hybrid cloud market. Tight integration of Cisco® Application Centric Infrastructure with Windows Azure Pack made it possible. Business has never been better.

“We’re able to create and monetize cloud services sooner. How we manage the customer experience has also changed, with better tools and new metrics like net promoter score.”

Isan Selimović, Chief Executive Officer, QSS

Cloud provider breaks new ground with automated application-centric operations and flourishing reseller sales channels.

Challenges

- Staying the number one cloud provider in Bosnia and Herzegovina
- Looking to grow business with a hybrid cloud strategy
- Needing to transition with no security or performance problems

In Sarajevo, Bosnia and Herzegovina, QSS is the leading local provider of cloud services with a strong presence in the financial services, government, and IT and telecom sectors.

Driven by a vision to help customers realize the best possible business outcomes, QSS wanted to establish a strong foothold in the market for hybrid cloud solutions.

The go-to-market plan was simple: quickly acquire and turn on new revenue streams. So nothing was left to chance. The solution had to be built on a proven architecture with highly secure, automated operations. Migration had to be risk-free and rapid.

Case Study | QSS

Location: Bosnia and Herzegovina

Industry: IT services





Cementing a reputation for innovation with a European first: fully integrated Microsoft Azure and Cisco ACI

Solutions

- Deployed Cisco Cloud Architecture for the Microsoft Cloud Platform for low-touch, high-speed networking, simplified operations, an improved user experience, and superior service design and orchestration
- Cisco Powered Program to boost go-to-market and partnering capabilities

Trailblazing takes joint testing and development

Powered by the Cisco Cloud Architecture, the solution fuses a structural link between the Cisco Application Policy Infrastructure Controller and Microsoft Windows Azure Pack.

Isan Selimović, the QSS chief executive officer, says: “We liked the application-centric infrastructure concept straightaway. Cisco worked with us to jointly test and develop the platform at every stage.”

Offering different hybrid domain flavors

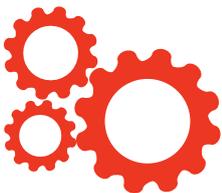
This intercloud approach provides QSS with flexibility and efficiency levels previously impossible. For example, it can offer different flavors of infrastructure as a service, swapping between private and public cloud domains while ACI automates all operations.

“Our business runs lean in operation and agile in delivery,” adds Selimović. “Everything’s kept secure. And it’s much easier and more cost effective to customize solutions.”

Go-to-market gets sales and marketing assist

As a Cisco Powered-designated partner, QSS also benefits from access to partner training, sales enablement, awareness, and demand-generation resources.

“Having Cisco go-to-market support behind us is a big help, especially when it comes to identifying opportunities and closing deals,” says Selimović.



Setup times down
from 10 days to
24 hours

Results

- Time to market five times as fast
- Investment payback expected within three years
- Customer satisfaction exceeds 80 percent
- Regular ACI refreshes reduce risk

High-growth markets with new metrics

Creating hybrid cloud offers has enabled QSS to gain share in high-growth markets like home security and remote metering.

Pairing Cisco Cloud Architecture with Microsoft Azure has made a difference in other areas too. “We’re able to create and monetize cloud services sooner,” Selimović explains. “How we manage customer experience has also changed with better tools and new metrics like net promoter score.”

Helping resellers reach new heights

IT distributor ASBIS is a great example. Becoming a user of QSS cloud services enabled it to make quick wins, improving disaster recovery and slashing costs by 30 percent.

ASBIS was also able to free up talented developers to innovate. “Our people are more mobile with cloud,” says Adnan Bajramovic, the company’s general manager. “They can work from anywhere on any device and spend more time with customers creating value propositions.”

Since enlisting as a QSS cloud reseller, ASBIS is no longer seen as just another hardware provider. “We have a brand-new identify in the market,” Bajramovic adds. “Our customers see us as a provider of value-added services with clear speed and cost advantages.”

Products & Services

Data Center

- Cisco Application Centric Infrastructure (ACI)
- Cisco Application Policy Infrastructure Controller
- Microsoft Windows Azure Pack
- Cisco UCS 240 M4 Rack Servers with Intel® Xeon® processors
- Cisco Nexus 9000 Series Switches enabled for ACI

For More Information

To learn more about the Cisco solutions featured in this case study, visit www.cisco.com



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV Amsterdam,
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: www.cisco.com/go/trademarks. Third party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1110R)