

# Managed Services Provider Makes Rain with Cloud Offerings

Partner Case Study



OnX Enterprise Solutions increases revenue, profits with support of Cisco Cloud and Managed Services program.

## EXECUTIVE SUMMARY

**Customer name:** OnX Enterprise Solutions

**Industry:** Managed IT services

**Location:** Toronto, Ontario;  
Chicago, Illinois

**Number of employees:** 500

### Challenge

- Evolve cloud offerings to meet changing customer demand
- Focus on software-as-a-service model to deliver key business applications from cloud
- Tap into growing market for cloud-based disaster recovery services

### Solution

- Used Cisco certifications and solutions to deliver hybrid cloud solutions
- Used software-as-a-service model to deliver e-commerce, disaster recovery, and more from the cloud
- Leveraged Cisco partnership to ease sales process, gain wider market exposure

### Results

- Grew cloud offerings from a \$20 million to a \$30 million business with Cisco-backed solutions, training
- Upped revenue 20 percent and profits 50 percent by moving clients to cloud consumption model
- Gained visibility for cloud solutions and the expertise to back them through Cisco certifications

## Challenge

Founded in 1983, OnX Enterprise Solutions has become one of North America's foremost independent enterprise data center infrastructure and solution providers. One way it has achieved this status is by evolving its business to meet the changing needs of its customers. Two years ago that meant getting in front of a rapidly growing market for cloud infrastructure and managed services with a comprehensive cloud offering of its own and the proven expertise that would enable customers to place their faith in its services.

OnX met that challenge by turning to its longtime partner Cisco. In the Vblock™ Infrastructure Platform from the Virtual Computing Environment coalition (a joint venture between Cisco, EMC, and VMware), OnX found the technology basis for its cloud offerings. And the Cisco® Cloud Provider and Cisco Collaborative Professional Services Cloud Builder certifications gave OnX the hard-earned knowledge of processes and best practices that would allow it to distinguish itself from the competition.

Today, OnX continues to rely on those Cisco solutions and certifications to provide the hybrid clouds that its customers want and to embrace a business model that allows it to deliver everything from e-commerce to disaster recovery as a managed service via the cloud.

## Solution

“Over the past two years, we’ve been in double-digit growth mode as we build out new customer wins on our Vblock infrastructure,” says Wayne Kiphart, president of managed services at OnX. “I know it’s been a feather in our cap to be able to say, ‘We’re the only Canadian solution provider that has a dual-data-center Vblock environment with Cisco-certified Cloud Builder and Cloud Provider designations.’”



**“Cisco is a committed partner that helps us build and sell in the marketplace. It has invested time, energy, and dollars in helping us grow our business with Cisco-trained people.”**

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Wayne Kiphart  
President, Managed Services  
OnX

That same technology infrastructure and cloud know-how has also helped OnX adapt its cloud offerings to a changing marketplace. Today, that means offering a variety of cloud solutions. Says Kiphart, “OnX has achieved success by listening to its customers and understanding that what they want most often is neither a public cloud nor a private cloud but rather a little bit of both. Thanks to our Cisco-based infrastructure and certifications, we’re able to provide it.”

OnX is also using its Cisco-based cloud infrastructure and expertise to add value higher in the technology stack by delivering e-commerce-as-a-service, disaster-recovery-as-a-service, and collaboration-as-a-service solutions. Says Kiphart, “We provide a secure back end for accessing these applications so that our customers can focus on growing their businesses. Instead of managing those applications and deploying the infrastructure needed to run them, they get a turnkey solution that resides in our data center and is based on Cisco technology.” For many, this is critical because it turns a capital cost into an operating cost.

One area that has become critically important for cloud services is disaster recovery, according to Kiphart. “In the wake of Hurricane Sandy, people are looking for outcome-based solutions,” he says. “They need to know that when disaster hits, their business will be protected. They want to ensure data protection, data backup, and business continuity. We can provide all of that by delivering disaster recovery as a service through our Cisco-based cloud.”

Along with OnX’s Cloud and Managed Services Provider Advanced status comes access to tools such as the SAP HANA appliance, which Cisco deployed in OnX’s lab to demonstrate the viability of delivering the analytics application from the cloud. Says Kiphart, “This ability to actually show our customers how a key component works in real time in a real environment provides us with a layer of credibility we simply could not get without Cisco’s support.”

## Results

This support extends from tools to training to lead generation and marketing. And it’s a key reason OnX has watched its cloud offerings grow from a \$20 million business to a \$30 million business since deploying its Vblock infrastructure and receiving its Cloud and Managed Services Provider Advanced and Cisco Powered Software as a Service designations.

“Cisco is a committed partner that helps us build and sell in the marketplace,” says Kiphart. “It has invested time, energy, and dollars in helping us grow our business with Cisco-trained people. And they make it easy to close deals with streamlined pricing processes and a brand that our customers know and trust.”

Customers ranging from some of the best-known names in big data to a German manufacturing giant, a U.S. railway, a global energy services company, and others are all using OnX’s Cisco-based cloud offerings for everything from running their e-commerce operations to helping ensure business continuity in the case of disaster.

It’s no wonder then that OnX executives are attributing the company’s 20 percent growth in revenue and 50 percent increase in profitability in the first half of fiscal year 2014 to moving many of its clients from traditional technology consumption models to public, private, and hybrid cloud solutions.

### Next Steps

As OnX grows its cloud infrastructure and service offerings to fulfill the needs of a changing marketplace, it expects to continue to reap the benefits of a long and profitable partnership with Cisco. Says Kiphart, "As we extend our enterprise-level cloud offerings, we will continue to rely on Cisco for cloud technology and expertise. Next up is a Cloud Master certification, which we hope to attain in the next six to nine months, that will bring with it significant funding that we can use to market our cloud portfolio."

### More Information

To find out more about Cisco solutions, visit [www.cisco.com/go/cmssp](http://www.cisco.com/go/cmssp).

### Services List

- [Cisco Cloud and Managed Services Provider designation](#)
- Cisco Disaster Recovery as a Service
- Cisco Collaborative Professional Services Cloud Builder certification
- Cisco Cloud Provider certification

### Product List

Vblock Infrastructure Platform



**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

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