ABOUT DATACENTRIX

Datacentrix is a complete ICT systems integrator, providing solutions and services across the full information value chain. The company's value driven strategy and proven execution capability reinforce its position as one of the top ICT players in South Africa.

NATURE OF BUSINESS

VMware partner

BENEFITS

- Saved petroleum customer R1 million in unnecessary spend

- Showed customer it needed three-provisioned vCPU's per machine where its standard template said 4vCPU's with 16Gb vRAM

- Enabled 40% reclaim back on a customer's infrastructure

- Four customers have purchased VMware Operations Management suite as a result of VOA

- Provided Datacentrix a full view of the customer's environment

VMWARE SOLUTION

- vSphere Optimisation Assessment (VOA)

datacentrix

Customers cut back on server sprawl and save millions with VOA

Assessments enable Datacentrix to save customers millions while providing the company with a full view of client's infrastructure environments

When looking to gain a better insight of their customer's virtualization environments, as well as develop a roadmap on how to better serve the growing datacentre needs of their clients, Datacentrix turned to VMware and its vSphere Optimisation Assessment (VOA), to give it an improved understanding of the current performance and makeup of these environments.

Datacentrix is a leading IT solutions provider in South Africa, providing services and solutions across the full IT spectrum. Partnering with vendors where appropriate, the company uses IT as an enabler when developing solutions for its customers.

"Datacentrix has been a VMware Reseller and integrator since VMware first started selling into South Africa. Today we have on average 15 VMware certified professionals and about 50 VMware sales and technical sales people," states Marius Redelinghuys, Solutions Architect at Datacentrix. "We are currently the second largest reseller of VMware locally, through our direct channel, as well as third party channels like HP, IBM & Cisco."

The business case for VOA

Datacentrix has been selling bare metal VMware to its customers since the start of its relationship and started looking for ways to gain a new view of their customer's IT environments. It was here when it looked at what the VOA tool could offer, and how it could assist in providing a window into these already working environments.

"The VOA assessment allowed us to look at the virtualization environments as well as the infrastructure that we've been putting in our customer's datacentres and understand exactly where they were in their virtualization journey," Jay Dempsey, Solutions Architect at Datacentrix. "The VOA also added value in the fact that we could address customers that we

didn't necessarily have a full view of beforehand.

"Once we had shown these customers the results of the assessment they were extremely interested in meeting with us and seeing what other value we could add to their business," states Dempsey.

According to the team a key factor that saw customers open the door to them was that many of them had already experienced extensive server sprawl, and were trying to rein it in, but had no idea of what was happening in their environments. Common complaints were hinged around server performance and slow server experiences from an end-user experience perspective. With VOA, Datacentrix could quickly establish the specific over provisioning of CPU's & RAM.

Mind blowing results

Dempsey says that every client he ran the VOA assessment for was blown away by the amount and detail of data that they received from the assessment.

"Customers couldn't fathom the amount of infrastructure sprawl within their datacentre. Some of the feedback I've got from customers was: they couldn't believe how accurate the dashboard was, it was pretty simple to use, the fact that it addressed not only a CIO or CFOs level but also right down to a technical level, and the guys felt that they've got an understanding of where the infrastructure sprawl was happening in their environments."

Additional feedback that the team received what that customers saw for example that the SQL DBA insists on more memory, whereas VOA clearly indicated that they were not even using a quarter of that memory. It quickly highlighted to them what the real root cause of performance problems were.

"I think the VOA was key in enabling our customers to realise that a VMware environment cannot 'auto-magically' sort itself out. Using bad planning and control can have a negative effect on your business and will work against the whole reason of virtualization," states Redelinghuys. "One specific customer was really surprised to see that the VOA indicated an average of three over provisioned vCPU's per machine. Their standard template was 4vCPU's with 16Gb vRAM, irrespective of the requirements."

Customer testimonies

Dempsey adds that some of its government customers saw instant value and were as a result of the findings able to do better planning for new and ongoing projects. In addition, these same customers were able to understand whether they needed to do new purchases, or deliver more on tenders that were previously set for new applications and workloads. In short he says some were able to get as much as 40% reclaim back on their infrastructure.

"One of my large petroleum customers saw a million rand saving by running the assessment and as a result were able to go to project for new infrastructure for their application sets. Once the assessment had been run we were able to reclaim a significant amount of the infrastructure, and the idea of going out to project was unnecessary because the client could now use the infrastructure they already had in place to deliver.

"Of the 16 customers that I ran the VOA assessment at we've already had four customers close deals with us, purchasing the VMware Operations Management suite. I have also had a further four customers come to me and ask me how they can integrate the VMware Operations Management suite into their next tender or in new application projects that they have on the go. So if you ask me if the VOA assessment will add value to your business I would say definitely yes," adds Dempsey.

Why use VOA

"All in all our customers have given us the general feeling that as a result of the VOA assessments, they trust us more and they believe that we understand their infrastructure environments better than ever before. They also take recommendations of new hardware purchases we make more seriously, especially since we can prove the statements we make, based on actual and real statistics that are founded on what is retrieved from their own environment," ends Redelinghuys.

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