Quest® STRATEGIC ADVISOR

Quest® | CASE STUDY

Quest's Cloud Pays Off for BayGroup International

As Director of Information Technology at global negotiation training company BayGroup International, Frank Lucido needed to extract more value from his IT spend. And he did, in a big way.

How? By turning to Quest for virtualization and Cloud Services delivered via a specifically customized, all-encompassing QuestFlex® service-level agreement.

It's a winning combination that has driven exceptional business value for BayGroup, which to date has shifted about 80% of its CapEx budget to its operations budget and reduced its overall IT spend by nearly 60%.

Year-over-year CapEx savings of $200,000

"You can really see the impact on depreciation," says Frank. "BayGroup just finished reviewing its budget, and the depreciation line for the IT department's CapEx will be zero at the end of this year."

That, Frank notes, adds up to a year-over-year savings for BayGroup of approximately $200,000.

What's more, the company will no longer be spending between $50,000 and $70,000 a year on new hardware acquisitions.

"This means we'll never have that CapEx again when acquiring new technology," Frank explains. "It's a recurring savings, really."

Thanks to BayGroup's QuestFlex® agreement, the hardware and software acquisition, installation, maintenance, management, and several other elements associated with the virtualization and Cloud Services Quest provides, are bundled into a single monthly OpEx payment.

"I think of it as Quest renting me a process, part of which is equipment and part of which is services," says Frank. "I get all the capability I need for a fixed, agreed-upon cost. But I'm not liable for the care, feeding, or acquisition of the

technology. And I'm not bound to a specific device. I like that."

Maintenance costs drop 99%

In addition, BayGroup has its IT operations in a private Cloud hosted at Quest's Business Resumption Center.

This ensures that, unlike last year, the company doesn't suffer downtime due to any environmental disasters or unforeseen events.

Frank adds that BayGroup relies on Quest to provide it with "everything from soup to nuts," engaging Quest for an array of Managed and Professional Services.

THE BOTTOM LINE

Overall IT spend down by almost 60%, maintenance cut by 99%, and IT resources now focused on supporting end users. What's not to love about Quest's virtualization and Cloud Services?

"We handle business process, end-user training, and phone systems, while Quest does the rest — from help desk, anti-virus, firewall, and network configuration to architecture and design."

> "An exceptional part of the Quest story has been the freeing up of our vital internal human resources so we can concentrate on our core business operations."

With Quest responsible for managing local services like storage, backup, recovery, and all other day-to-day maintenance, BayGroup's IT department has been liberated to focus "where it should" — on supporting end users.

"An exceptional part of the Quest story has been the freeing up of our vital internal human resources so we can concentrate on our core business operations," says Frank. "Quest is there, leading the management team, being proactive on maintenance, and enabling us to cut maintenance time by ninety-nine percent."

BayGroup has located all of its IT processes at Quest's Business Resumption Center, and soon the firm will add a geographically-distant disaster recovery site at one of Quest's nationwide Service Delivery Centers.

It's a matter of trust
When asked why BayGroup chose Quest as its technology partner, Frank does not hesitate.

"Trust," he says. "I've worked with these folks for more than seven years.

FROM TIM BURKE...

Beware of FUD

C ombine Fear, Uncertainty, and Doubt — and you get FUD, which has been on my mind lately because it so often involves attempts to thwart adoption of newly-emerging, better solutions. Consider these two tales of FUD:

The first tale, from the late 1880s, is often referred to as the War of Currents. It's about a powerful group of direct current (DC) supporters who fought fiercely against the new, more cost-effective alternating current (AC) with a range of FUD stunts, from electrocuting animals to building the first electric chair. DC's supporters eventually lost — because FUD can slow, but not stop, real progress.

The second tale is a contemporary one involving Cloud Services — and, sadly, concerns the same techniques used during the War of Currents: FUD.

Cloud can reduce IT spend without loss of capability (or security). Cloud can even streamline what IT can do for a business. That inexorable reality has some upset enough to try to scare folks away from Cloud Services so they'll stick with costly, arcane solutions.

If marketing chatter is making you unsure, talk to a trusted technology adviser to understand your options. Don't let your plans succumb to FUD.

I turn to them for anything I need, and I trust what they tell me. I get honest feedback. I can't tell you the number of times Quest has told me that an approach I saw as viable was probably not the best for my situation — even though that approach might have made them more money.

"Quest is all about establishing and maintaining a good relationship. That's what is important to them, not making a quick dollar. They want you to succeed, to get the capability you need, not sell you some expensive technology."

Integrity is only part of Frank's willingness to trust Quest's advice.

"Quest's technical talent is fantastic," he adds. "We've never had a technical issue they couldn't handle. It's quite nice having people with their level of expertise working your IT issues. I've said it before and I'll say it again: I trust Quest immensely."

BayGroup's initial virtualization efforts targeted server and storage, and desktop virtualization is next on the list. Will Quest be there?

"That's the plan," says Frank. "I expect Quest to be in the thick of it."

Quest's Cloud Services:
Creating Your Cloud — Your Way

Quest makes deployment of Cloud capabilities easier than ever — without sacrificing the value in your existing IT environment or forcing you into a cast-in-concrete, one-size-fits-all service package.

Beginning with a cloud assessment
At no cost to you, Quest experts will conduct a Cloud Feasibility Assessment that typically …
> Identifies which IT capabilities you're thinking of offloading to the cloud,
> Determines what sort of service availability your business requires as well as the security, privacy, and compliance mandates you must meet, and
> Recommends ways you can achieve a seamless transition to the cloud.

X-as-a-service: Quest delivers what you need
Quest's Cloud Services are built around a comprehensive, integrated Cloud infrastructure — Quest's Unified Virtual Data Center — available at Quest's international network of Service Delivery Centers and offering the best in virtualization synergies as well as unsurpassed end-to-end security and virtual machine isolation.

This cloud environment enables Quest to offer a broad range of customizable Cloud capabilities, including
> Infrastructure as a Service (IaaS),
> Desktop as a Service (DaaS),
> Data Loss Protection/Security as a Service,
> Messaging & Collaboration as a Service (voice, video, conferencing capabilities),
> Disaster Recovery/Business Continuity as a Service (DRaaS),
> Application Development/Test as a Service.

How will you deploy cloud services?
Depending on the results of your no-charge Assessment, Quest can help you deploy your Cloud Services in just about any customizable combination:

> *Local Cloud Services* — deployed on your premises or hosted by Quest on a secure, dedicated (non-shared) single-tenant infrastructure,
> *Remote Cloud Services* — multi-tenant deployment in a secure unified virtual architecture with trusted logical separation and private or VPN connectivity, and/or
> *Hybrid Cloud Services* — massive Internet-based multi-tenancy for discrete non-core applications.

Putting it all together — with QuestFlex®
Once you know what you need, a QuestFlex® service-level agreement (SLA) enables you to bundle all the Cloud elements Quest provides into a single monthly OpEx payment.

Rather than sell you a cloud "package" and then walk away, Quest takes the time to understand your objectives. Then our experts work seamlessly with your staff, systems, policies, and procedures to design, deliver, and support the customized Cloud capabilities you need, can afford, and can trust.

DID-YOU-KNOW?

By the Numbers: Cloud vs. On-Premise Security

A new study from Alert Logic* compares security in traditional on-premise and service-provider-managed environments of 1,500 organizations with active investment in IT security.

Both types of IT environments experienced meaningful threats during the year measured in the study. But in every one of the seven types of security incidents tracked, those with on-premise IT environments encountered more incidents than those with service-provider-managed environments.

The difference was greatest of all when it came to malware/botnet incidents: 43% of on-premise environments encountered these incidents, while just 2% of service-provider-managed environments did.

Brute force attacks were also far more common in on-premise IT environments. In fact, 83% of on-premise environments suffered these incidents, though only 44% of service-provider-managed environments did — despite the fact those with service provider environments had more public-facing targets (websites).

Why the disparity? Service providers tend to operate more standardized system configurations and more consistently manage to best practices. In addition, the study reflects a narrower range of use cases in service-provider environments as well as the relative maturity of infrastructure-as-a-service.

And the bottom line? The right cloud infrastructure is at least as secure as a typical on-premise IT environment — and often more secure.

State of Cloud Security Report, Spring 2012, Alert Logic, http://www.alertlogic.com/wp-content/uploads/alertlogic%20state%20of%20cloud%20security%20spring2012.pdf

Coming in the next issue of *Quest Strategic Advisor:*
HOW CAN WE HELP? Quest's 30th Anniversary

What's New...

Industry recognition of Quest

Recently, Quest has been ...

> *Ranked #9 on the MSPmentor 100 Global Edition*, a distinguished list and report identifying the world's top 100 managed service providers (MSPs). "One of Quest's core values is 'How can we help?'," says Quest President and CEO Tim Burke. "We always try to do that with the customized Cloud and Managed Services we deliver from our global Service Delivery Centers. We're honored to see our efforts recognized in the MSPmentor 100 report."

> *Named to CRN's 2012 Tech Elite 250*, putting Quest among the top 250 North American IT Solution Providers with the most customer-beneficial technical certifications.

> *Designated one of CRN's Cloud Elite,* an honor bestowed to the most cloud-focused Solution Providers among CRN's 2012 Tech Elite 250. "With thirty years' business technology management experience and over ten years providing Cloud and Managed Services," says Tim Burke, "Quest has a strong team of Cloud-certified technical consultants, engineers, and account managers. We know how to help customers achieve the Cloud solutions that will deliver the capabilities they need."

> *Awarded a Customer Satisfaction Excellence Gold Star from Cisco* for delivering outstanding customer service to US customers. "The strategies we employ to execute technology solutions for our clients hinge on our central concept 'how can we help?'" notes Tim Burke. "For 30 years, this approach has produced long-term satisfied customers, which is reflected in this recognition by Cisco."

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Master Your Disaster, parts 1-4
DR for the Day ... and much more
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Service Delivery Centers: They're why you can count on Quest.
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Business Continuity Planning/Disaster Recovery: More than 25% of businesses damaged from natural and/or man-made disasters never recover. Ensure your future.
DR for the Day®: Find out if you're ready — at NO CHARGE.
Data Security: The FBI, security experts, and your peers on today's security issues and how Quest can help protect you.
HCIN: See IT services customization at its best.
Overview of our Infrastructure Services

PODCASTS

Managing IT in a downward trending economy: Host Scott Draughon, MyTechnologyLawyer.com, Mike Dillon, CTO Quest, and Quest President & CEO Tim Burke discuss how best to manage IT assets in a down economy.
QUEST ON THE RADIO: Download the podcast of Quest's Threat Review Process.
PCI Compliance podcast: Co-Hosts Scott Draughon (My Technology Lawyer) and Oliver Rist (InfoWorld) discuss PCI compliance with Quest's Mike Dillon and Jon Bolden.

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