



# INGRAM MICRO CLOUD SERVICES CASE STUDY

## CDI Managed Services

**Founded:**  
2001

**url:**  
[www.cdillc.com/managed-services](http://www.cdillc.com/managed-services)

**Employees:**  
80

**Key Market Verticals:**  
SMBs, Healthcare, Finance

**Business Challenge:**  
A legacy, agent-based backup tool made it difficult to provide competitive bid pricing to clients, plus it could not be integrated with VMware vCenter Server.

**Solution:** Veeam

**Customer Benefits:**  
The Veeam solution enables the service provider to offer competitive pricing for virtual machine (VM) hosting and data protection, which played a key role in the company's 100 percent revenue growth over the past two years.

## 2 Secrets to Cloud Sales Success

*Customized private cloud hosting and competitive VM data protection services are key ingredients to this service provider's projected 50% revenue growth over the next 18 months.*

Businesses are adopting cloud services at an exponential rate, and IT service providers are trying to figure out how to adapt their businesses to keep up with this trend. One service provider that's become very adept at delivering cloud solutions is CDI Managed Services (a wholly owned subsidiary of CDI LLC).

Like other service providers, CDI Managed Services provides customers across multiple vertical markets with monitoring and remediation services, plus helpdesk and other outsourced IT services. What's unusual about CDI is that the primary contributing factors to its 100 percent revenue growth over the past two years and 50 percent projected growth over the next 18 months is from selling and delivering cloud services.

According to John Mamon, Executive VP at CDI Managed Services, there are a couple of things his company does differently than other service providers. "We see limited value in being a cloud broker for other cloud providers," he says. "Anyone can be a conduit to a public cloud provider's data center. There's so much about that experience that's outside the customer's and the service provider's control that it's hard to add much value to it.

"We provide hybrid cloud services from our own SSAE16 Type II certified data centers that operate in two separate geographic regions, so that we have full visibility and control over the services we provide to our customers. In fact, by leveraging VMware vCloud Director, we can also extend that visibility and control to our customers by providing them with virtual private datacenters in our cloud."

### Don't Let Legacy Backup Hold You Back

CDI Managed Services' road to cloud sales success didn't occur without a few challenges along the way.

One of the biggest challenges CDI had to overcome before realizing success was finding a powerful, easy-to-use and affordable backup solution for VMs. "Our previous backup tool was agent-based and included a licensing fee for every agent we loaded on a customer's server," recalls Mamon. Not only was it difficult to be competitively priced with its BaaS (Backup-as-a-Service) offering, the legacy backup software didn't integrate with VMware vCenter Server.

### Deliver Enterprise-Class Cloud Services at an SMB-Affordable Price

About two years ago, CDI Managed Services started evaluating other backup options and eventually replaced its legacy tool with Veeam Backup & Replication.

*One of the biggest challenges CDI had to overcome before realizing success was finding a powerful, easy-to-use and affordable backup solution for VMs.*

WHERE RAINMAKERS THRIVE





“We liked Veeam’s robust platform, ease of management, and their tight integration with VMware – Veeam even integrates with vCloud Director, which we are fully certified on,” says Mamon. “Plus, the agent-free nature of the Veeam solution gives us and our customers unmatched data protection. It’s one more reason our customers prefer to entrust their IT infrastructures to our company – and our cloud – rather than taking their chances with any other cloud provider.”

CDI Managed Services also likes Veeam’s flexible licensing. For example, CDI was able to put together a very competitive bid for a BaaS deal for 150 VMs. “Not only are Veeam’s licensing costs lower than our previous vendor’s, Veeam’s licensing is extremely flexible and allows us to use the Veeam software on customer VMs that don’t reside in our data centers,” says Mamon.

Today, nearly 35 percent of CDI Managed Services’ revenue comes from selling cloud services, including hosted servers, desktops, applications and storage (IaaS); Backup-as-a-Service (BaaS) and Disaster Recovery-as-a-Service (DRaaS) using Veeam.

After educating customers about its private cloud services and overcoming their cloud fears, CDI finds many customers eager to capitalize on the advantages of moving their IT infrastructures to the cloud. One of the primary driving factors is switching from large CapEx purchases to more manageable OpEx purchases.

“A common scenario we see is where a small business has five servers close to end-of-life, it’s starting to spend a lot of money maintaining those servers, but it’s not in a position to shell out \$50,000

for new servers, infrastructure and updated software licenses,” says Mamon. “With our competitively-priced cloud offering, we can help them quickly provision everything they need – all for a monthly fee that’s a fraction of an on-premise solution.

“In addition, we maintain the servers on an ongoing basis, including installation of new software releases – which, if not done properly, can be more disruptive than helpful. This is another area where we leverage the Veeam software. If we perform an application update, for example, that turns out to cause problems, we can quickly and easily rollback to the pre-update state, which gives our clients one more reason to have total confidence in our cloud offering.”

*“We liked Veeam’s robust platform, ease of management, and their tight integration with VMware – Veeam even integrates with vCloud Director, which we are fully certified on.”*

*- John Mamon, Executive VP  
CDI Managed Services*