SOLUTION BRIEF

Intel® Xeon® Processor E5 Family
Intel® 10 Gigabit Ethernet Media Access Controller

IT Services
Cloud Computing Solutions

Cloud for everyone

Amaris opens up cloud-based services to SMBs in Austria with Intel® technology

Amaris

Challenges

- **Limited environment.** Amaris needed capacity to develop an innovative, self-service, cloud-based platform
- **Expand business.** Amaris wanted to distinguish itself from other service providers that only offer hosting
- **New customers.** Amaris wished to give Austria's small and medium-sized businesses (SMBs) access to the cloud

Solutions

- **IT efficiency.** Amaris deployed Cisco Unified Computing System* (UCS*) servers, powered by the Intel® Xeon® processor E5 family, and connected using Intel® 10 Gigabit Ethernet Media Access Controller

Impact

- **Customer satisfaction.** Customers appreciated this new self-service platform and were able to embrace cloud technology
- **Big opportunities.** Amaris is a medium sized business that has achieved a leading position in Austria, delivering cloud services to SMBs using Intel® technology
- **Versatile environment.** Amaris could develop a high-level platform that created a versatile cloud environment for its customers

"Intel is one of the leaders in computer processors and, together with Cisco Unified Computing System* servers, it is the perfect solution for our virtual cloud. The UCS* product, powered by the Intel® Xeon® processor E5 family, delivers the best performance and configuration possibilities for our needs."

Arthur de Pauw, Managing Director, Amaris

Flexible cloud computing

Amaris is a global IT consulting group with headquarters in Geneva and more than 40 offices worldwide. This well-respected service provider offers cloud hosting and other advanced IT services, from software development and integration to security services and IT maintenance. Founded in 2007, Amaris made its first strategic acquisition in 2012 when it purchased Thales Information Systems Austria. Following that, the company was able to provide access to expertise and assets in IT infrastructure and managed services, and in particular the deployment of virtual data centers.

Amaris prides itself on offering a range of IT services to fulfill any client need, beyond hosting. "Cloud computing should be extremely flexible and easy to use. We want it to be accessible for any company, but many are not aware of how much cloud computing can offer," says Arthur de Pauw, managing director at Amaris. "Many businesses need broad cloud-based support, as they do not have the internal resources to adapt their software or existing IT to the cloud. We strive to provide our clients with support in any of their IT projects to stay ahead in the marketplace."

The acquisition of Thales Information Systems Austria added a new dimension to Amaris' business, as it now had access to managed service expertise and could develop data center solutions. The company identified that SMBs in Austria could benefit greatly from software as a service (SaaS), platform as a service (PaaS), and infrastructure as a service (IaaS) solutions delivered on a per-user basis from the cloud. Therefore, Amaris began working on developing a self-service portal to enable its clients to use, manage and adapt their cloud services quickly and easily. This was a big opportunity and significant step forward for Amaris, as it could take advantage of Austria's strong SMB economy.

"In the current economic climate, many businesses cannot stretch to invest in new technology, particularly technologies they are not experienced with," said de Pauw. "Austria is an SMB country, and these smaller companies need technical support and expertise to help them benefit from these innovations, especially in the cloud."

Amaris focused on its customers, boosting cloud solution capacity to deliver flexible cloud solutions to SMBs

Optimized IT environment

In 2009, Amaris became the first company in Austria to purchase Cisco UCS servers, powered by Intel technology, and connected using Intel® 10 Gigabit Ethernet Media Access Controller. Amaris upgraded to the Intel Xeon processor E5 family in 2012 and, since then, it has focused on developing Qloudwise*, its unique cloud offering, consisting of 64 Cisco UCS B230* and B200* blade servers. This allowed the company to deliver SaaS, PaaS, and IaaS solutions, and offer a wide range of pre-packaged server and application bundles to the previously under-utilized Austrian SMB market segment. These include monthly-fee, Web-based customer relationship management (CRM) application suites, end-user backup services, and collaboration tool kits.

Using Intel technology, Amaris offers three different IaaS solutions. The most popular is a dedicated IaaS solution that involves Amaris developing a virtual data center environment specifically designed to fulfill the customer's need. Amaris also offers a flexible, pay-as-you-go IaaS model, perfect for SMBs with limited resources that occasionally require increased capacity (e.g., to handle peaks in demand or disaster recovery situations). Amaris is also able to deliver service profiles aimed at specific industry sectors such as retail, healthcare, or manufacturing.

Following the migration, Amaris is helping its customers' IT managers to free themselves from time-consuming administration tasks and provide higher-value services to their businesses. For example, engineers can carry out patches and upgrades remotely, saving time and money for overtime payments and boosting operational agility, which in turn improves employee satisfaction. The IaaS solution is helping SMBs and other organizations that experience service downtime (e.g., schools or seasonal businesses such as Formula 1 racing) to save money because the service is on an efficient, pay-as-you-go basis.

"SMBs need to concentrate on what they are good at, which is not necessarily managing infrastructure and IT services. Thanks to Intel technology, we are putting customer-friendly cloud services in the hands of our clients so that they have a properly working IT system and can fully focus on their core business," says de Pauw.

Amaris is particularly proud of the high-level individual services it provides. It is crucial for the business to continually offer its clients more autonomy through the self-service cloud portal, and to consistently answer client-specific needs. Furthermore, data and application security is vital for Amaris, and the location of its data center, in Austria, ensures that its clients' data is protected by a very stringent Data Protection Act.

A significant business innovation has been Amaris' enterprise storage system. Since the business migrated to Intel technology, it can deliver such high-level platforms flexibly, efficiently and quickly. "With our previous platforms, it would have taken two hours to install and configure each server. Now we can install an entire chassis and get eight blade servers up and running in the same time," said de Pauw.

Lessons learned

Amaris's acquisition enabled the business to offer a host of cloud-based services, particularly beneficial for SMBs. To deliver its initial IaaS, SaaS and PaaS offerings, it needed the speed, security and availability that are integral to Intel® technology. With this increased computing capacity, Amaris is now looking to develop broader platforms, such as a cloud-based mobile and managed print offering and a cloud-based HR software solution, to hold the interest of larger customers.

Moving forward, Amaris is continuing to expand its cloud solutions. For example, it is looking to deploy a cloud-based mobile and managed print offering in conjunction with Xerox, and is developing a cloud-based HR software solution to complement its other services. Also, due to these highly efficient IT solutions, Amaris is now also grabbing the attention of larger customers.

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