onapp™

Architechs uses OnApp to deliver 'CTO-as-a-Service' managed private cloud to large enterprises

ARCHITECHS

Founded in 2003, Architechs specializes in helping large companies align business and IT – especially enterprises looking to use private cloud to maximize flexibility and ROI, while executing business strategies.

From its UK headquarters Architechs has expanded across central Europe and Scandinavia, and the company itself operates as a flexible and highly distributed team. One of its big focus areas is industries where consolidation is creating IT challenges for enterprises operating multiple brands.

"From an IT perspective mergers and acquisitions can be a real headache, with a mix of disparate IT strategies, business goals, datacenter locations and platforms", says Robert Karssiens, who heads sales and marketing at Architechs.

"We work with clients to create harmony between the overall goals of the business, the goals of each brand, and IT strategy and operations – acting, in effect, in a CTO-as-a-Service role – either supporting their own IT department, or running the whole thing."

"That's quite a different approach to managed cloud compared to most MSPs," he says. "Most MSPs stop at the virtual machine: the service, the SLA covers your cloud infrastructure but not the applications running in it.

"We manage everything, up to and including the VM, and everything inside the VM. When we say 24x7x365 support, we mean everything, including the codebase."

Bespoke private clouds

Taking responsibility for the whole stack requires deep expertise from the Architechs team. It also requires a platform-agnostic approach to cloud management.

Architechs uses OnApp as the core of its managed cloud services. OnApp provides a highly automated, multi-cloud management solution for cloud service delivery across different virtualization technologies and appliance types – including VMware cloud, Xen and KVM cloud, bare metal, CDN, SaaS and PaaS.

"Each cloud is bespoke for each client: we work with enterprises to understand where IT can support the goals of the business; we analyze and document the resulting business IT strategy; and then deliver it through our bespoke managed cloud service."

OnApp products:

OnApp Cloud, OnApp Federation

Use case:

Enterprise/managed private cloud

Summary:

- OnApp's 'single pane of glass' for multiple cloud platforms enables Architechs to simplify the cloud for enterprise clients

- OnApp helps reduce cost for Architechs clients by automating cloud orchestration and service delivery

- OnApp Federation provides invaluable differentiator for future Architechs services

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Architechs

Cloud automation

Publishing and media has been a major focus since the company launched, but Architechs' ability to understand and solve business problems with IT has led to projects in other sectors too.

"We have a relatively small core team at Architechs," says Karssiens.

"Our aim is to operate as efficiently as possible in that CTO-as-a-Service role. We need a cloud platform that automates as much of the cloud orchestration, provisioning, management and billing process as possible – and that can handle the varying requirements of different industries. OnApp is the natural choice."

Service provider cloud

OnApp's ability to handle vCloud Director as well as other virtualization platforms, under a 'single pane of glass' UI, makes it perfect for service providers looking to diversify with their own public or private cloud services.

"Hybrid cloud is a common theme in the service provider sector, but hybrid is not really a thing - it's more the case that all IT is hybrid, and for service providers we're helping simplify the complexity of running multiple platforms for different customer tiers," says Karssiens, whose own background is in service provider-focused businesses.

"We do that by bringing all of that together as a single, multi-cloud entity, and managing the core infrastructure – so our clients can focus on going to market with their own cloud services. With Xen, KVM, VMware and EC2 already supported by OnApp – and OpenStack coming soon – we can add huge value to large service providers by unifying everything on one platform, with one SLA," he adds.

Federated future

According to Karssiens, federated cloud is one of the key technologies that will deliver benefits to Architechs clients in the coming years. The OnApp cloud platform provides access to a global network of cloud infrastructure – the OnApp Federation.

Using this global network of private and public clouds, Architechs can help clients improve performance, by deploying applications in close proximity to users; handle data sovereignty issues for clients, by controlling where data and applications are hosted, on a very granular basis;

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and offer massively distributed CDN for clients with high traffic or content-rich web applications.

"The Federation is a real differentiator for us, as well as for OnApp," says Karssiens. "We're now looking at ways to build it into our managed cloud services, providing SLAs for OnApp's global cloud marketplace and delivering a global footprint to our clients, as a seamless part of our service."

For more information, visit **http://architechs.eu**

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