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TELUS brings private cloud to Canadian enterprises with OnApp and VMware

OnApp creates a bespoke customer experience for Canada's fastest-growing Telco

TELUS is Canada's fastest growing telecoms company, offering a wide range of services to customers at home, in the workplace and on the move – including enterprise cloud and managed IT services.

Now TELUS has launched the next evolution of its Hosted Private Cloud service, using OnApp to create a bespoke customer experience for the VMware cloud infrastructure on which the service is based.

"We've offered Virtual Private Cloud services for a number of years, based on VMware vCloud Director," says Nigel Devaraj, Senior Product Manager for the Managed IT & Cloud Services practice at TELUS. "That has worked very well for our clients and been very successful for us – but one of the frequent comments from customers was that the native VMware user experience was not up to the standard they were looking for. That's what we needed to address in the next iteration of our cloud service."

Tailored cloud for Canadian enterprises

Providing a consistent, user-friendly experience across all services is one of the guiding principles at TELUS, and enterprise cloud is no exception. As well as seeking a more intuitive user interface for its VMware cloud, TELUS needed a customer portal that was easy to brand, easy to manage and easy to localize - not least because TELUS serves Canada's bilingual population.

OnApp provided a cloud management portal for TELUS' VMware cloud, that enables new billing models, automates onboarding and provisioning, and adds a full self-service, multi-tenant user interface – replacing multiple native VMware interfaces. OnApp supports any currency and language, and also enables other portals to be brought into its cloud management UI with single sign-on. This was important because TELUS has other interfaces for different aspects of its cloud service, such as managed backups which run on NetBackup Solution Suite – and which OnApp helped integrate with TELUS' new cloud portal.

TELUS®

Use case:
- Telecoms hosted private cloud

OnApp solutions:
- OnApp for vCloud Director
- Portal & pricing customization

Summary:
- Canada's fastest-growing Telco uses OnApp to create a bespoke VMware cloud experience
- OnApp simplifies provisioning and management of truly isolated cloud resources
- OnApp UI supports TELUS' branding, SSO and multi-language requirements

"As with all things cloud, customers expect easy, instant access to the IT resources they need, and using OnApp we can deliver on that expectation"

Nigel Devaraj, Sr Product Manager, TELUS

Commercial flexibility

OnApp also introduced a unique level of flexibility to TELUS' commercial cloud proposition, as Nigel Devaraj explains:

"We evaluated solutions from a number of vendors, but only OnApp showed a real understanding of the service provider space – and was more than willing to work with us to create the cloud experience our customers want. Some of that was tailoring the front-end look and feel, but just as important was the way OnApp helped us customize how we package and price our private cloud."

OnApp makes it easy for Telcos to tailor their cloud pricing for different customer requirements, whether they need Pay As You Go, monthly or yearly contracts, or contracts with the ability to burst. For TELUS, OnApp improves VMware cloud orchestration in ways essential for its private cloud service. TELUS offers hosted private cloud rather than virtual private cloud – the difference being that its enterprise customers have their own isolated hardware resources, rather than sharing server resources with other customers.

That's possible in VMware vCloud Director by creating a pVDC – a provider Virtual Data Center, which is an abstraction of hardware resources in a specific location – and then deploying a Virtual Data Center (VDC) for a client on that pVDC. However, vCloud Director requires separate user accounts to access different pVDCs.

With OnApp, TELUS can give customers access to one or more pools of hardware resource without requiring separate accounts – and makes it easy for TELUS to create cloud plans that suit different customer segments. OnApp also provides functionality called Orchestration Models, which templatize the process of VDC creation and make customer onboarding much faster, as well as making it easy for TELUS to customize access to cloud resources for different customers, and price them accordingly. The result is a better user experience and much less management overhead for the TELUS cloud team.

"Our cloud practice helps companies improve IT efficiency by using our more agile, scalable cloud infrastructure to host their workloads, quickly and securely," says Nigel Devaraj. "As with all things cloud, customers expect easy, instant access to the IT resources they need, and using OnApp we can deliver on that expectation – making the TELUS cloud an intuitive and frictionless experience. Removing complexity makes life easy for customers and helps grow our cloud business, and OnApp is a key part of that success story."

The role of cloud in other practices

Momentum is growing for TELUS' private cloud, and now that existing customers from its previous cloud have been migrated to the new OnApp-VMware platform, TELUS has seen impressive growth in new business from large Canadian enterprises, particularly in the financial services sector. Given that TELUS has vertical as well as solutions and technology practices, what role is private cloud playing in its overall mix of client projects?

"Having a strong managed cloud value proposition generates pull though demand for our network-based and vertical industry-specific solutions," says Nigel Devaraj. "For example, our financial services practice goes out to the application level with our customers, but in a world where those banking or insurance workloads are typically hosted on dedicated hardware, the infrastructure part of a project has always been a fixed cost for the client. By offering a more scalable private cloud option that is still completely isolated, we can introduce more agility and cost savings for those application workloads."

"Cloud also generates more demand for network connectivity and other core TELUS services," he continues, "because many of our clients have offices and other facilities spread across the country. Rather than simply reselling cloud, as some operators do, we've made it a core part of our proposition for enterprise clients: a cloud based in our datacenters that's easy to buy and combine with a wide range of other services."

A long-term partnership

"OnApp has given us amazing support and development assistance for our cloud, to create a service that is unique to us and obviously appreciated by our customers," Nigel Devaraj concludes. "This is a real partnership, and we're looking forward to growing our cloud practice by bringing the benefits of intuitive, secure private cloud to more and more Canadian businesses through 2019 and beyond."

To learn more about TELUS and its cloud services, visit https://www.telus.com/en/business/cloud-services.