

# Alexander Open Systems

## Deploys Cloud Services in Record Time with EMC Atmos and Integrated ISV Solutions



### EMC Atmos

#### Foundation for Cloud Services

- Simple, scalable cloud storage platform
- One cloud, securely isolate many applications and users

#### Integrated ISV Solutions

- Atmos integrated ISV Solutions work out of the box
- Trusted EMC Technology Partner Program

#### Business Value

- In production in 14 days
- Add value-added ISV cloud services without writing a line of code
- Retain and grow customer base with cloud services

### EXPAND BUSINESS MODEL WITH CLOUD SERVICES

Alexander Open Systems (AOS) is a leading technology solutions provider in the Midwest that specializes in consulting, designing, implementing and supporting Local Area, Wide Area and Wireless Networks, Unified Communications, Storage, Virtualization, and Physical and Information Security.

AOS saw the competitive landscape changing, with local providers offering low cost cloud storage services. To retain customers, increase revenue, and stay on top, AOS acquired a regional cloud hosting provider to expand its business model to offer new, differentiated cloud services.

### EMC ATMOS: THE FOUNDATION TO DELIVER CLOUD SERVICES

Upon acquisition, AOS discovered two EMC® Atmos® cloud storage systems in separate data centers that were vastly underutilized. They found that the Atmos configuration only supported a single client that used the EMC Cloud Tiering Appliance to automatically move inactive data to low cost Atmos cloud storage.

AOS instantly saw the potential to expand beyond this single client and use case by simply 'turning on' EMC Atmos' rich cloud features, including: its global namespace, distributed active/active architecture, multi-tenancy, meta-data driven policies - to deliver a catalog of low cost cloud services to hundreds of its clients.

They were pleased to find that EMC Atmos:

- Was simple to install and configure: Atmos provided a simple management UI, intuitive set up for tenancy and metadata-driven policies
- Made data instantly available: Atmos distributed multisite, active/active architecture eliminated backup windows and downtime, for zero disruption of service
- Was easy to manage: With Atmos there were No LUNs, RAID groups, or mount points. Just a single global namespace to store and access data
- Improved utilization: Multi-tenant architecture enabled AOS to securely isolate applications, services, and users to maximize their EMC Atmos investment
- Provided massive scale with less hardware – Atmos 3TB Drives with up to 1.8PB per system required less floor space and power

“We were excited to expand our managed service expertise to offer cloud services to clients. In our experience, projects like these typically take months to deploy, we were extremely pleased at how easy and fast it was to implement Atmos cloud storage capabilities. In fact, we were in production in 14 days.”

Grant Cynor, AOS Cloud, LLC. Chief Executive Officer

## RAPIDLY DEPLOY PROFITABLE SERVICES

Once in production, AOS offered two basic cloud services including pay-per-gig cloud storage and disaster recovery services – right out of the box. They also used Atmos tenant metering to accurately monitor and chargeback for utilization and services.

From here, AOS looked for ways to expand its service catalog. They learned that EMC provides its Atmos REST API to customers, developers and ISVs to develop integrated cloud services. They also learned that through the EMC Technology Partner Program, EMC provides SDKs and testing resources for ISVs to extend the EMC Atmos platform with value-added solutions.

This EMC program and approach enabled AOS to choose from a broad range of Atmos ISV cloud services - including Archiving, Remote Office/ Back Office Cloud Gateway, and Enterprise File Sharing - and offer them to clients right away.

“Cloud storage is a commodity; to compete in this market is all about delivering value-added services. We were able plug into the EMC Atmos ISV Ecosystem to offer our clients new cloud services – without writing a line of code.”

Grant Cynor, AOS Cloud, LLC. Chief Executive Officer

## RAPILY MEET BUSINESS OBJECTIVES

With a rich catalog of cloud services in place, AOS was able to rapidly meet its business objectives to align the right technologies with a client's business objectives for the purpose of maximizing their associate's effectiveness, improving customer satisfaction and increasing profitability.

EMC Atmos provided AOS with a proven foundation for cloud, EMC ISVs provided a fast way to onboard value-added services, and Atmos REST APIs enable AOS to continue to develop offerings to meet client requirements with custom, differentiated cloud services. The result? AOS is poised to accelerate profitability in record time.

### CONTACT US

To learn more about how EMC products, services, and solutions can help solve your business and IT challenges, [contact](#) your local representative or authorized reseller—or visit us at [www.EMC.com/Atmos](http://www.EMC.com/Atmos).

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