CASE STUDY

airVM

BULL

Bull UK chooses AirSembly to power its cloud services business

airVM

AirVM provides UK division of French-based integrated IT operator with a full, end-to-end cloud system for delivering government accredited cloud services to public sector clients and opens up endless possibilities for global expansion and resale.

About Bull

French IT integrator, Bull (www.bull.com) has an 80 year heritage designing, building and operating mission critical systems for public and private sector markets in over 100 countries. Bull UK operates Bull's Northern data center for local and international managed services. Bull UK delivers services direct to end customers and also through its network of resellers.

How This Cloud Story Began

Gareth Davies is an astute guy. He has to be. He is Principal Technical Consultant at Bull responsible for delivering IT service innovation to some of Bull's most discerning clients. When Bull began fielding requests for UK government G-Cloud accredited cloud services, Davies was given the action to make it happen. Quickly.

"At that time," said Davies, "for me and the members of my team, the cloud was … well, cloudy." While Bull UK supported and managed many customer's private clouds, they didn't have the development skillset, the time, or the appetite to build a fully automated web portal based cloud services solution in-house. With the 'X' on his back to achieve the UK government's cloud accreditation framework, Davies began his search outside.

Davies considered a number of vendor solutions. He found that most were good at one thing but none were good at everything. And Davies needed everything. He met with a partner not long after and described what he was looking for. The partner turned his mobile device toward Davies and showed him the storefront for a product called, AirSembly. "I did a little dance," said Davies. "I knew instantly I had a chance of making my deliverable."

The Cloud Platform That Delivered Everything

With complex requirements and high-end customer accounts on the line, Davies had the bar set high for his cloud system. He needed a complete turnkey platform that would enable Bull UK to achieve government cloud accreditation and be deployed immediately to fulfill a brimming pipeline of cloud services requests. Even with this list of complex requirements, Davies admits that when he got the opportunity to meet with AirVM and get a full demo of the AirSembly cloud commercialization platform, he was impressed.

QUICK FACTS

Profile:
Bull is a leading integrated IT Services Provider. Bull UK operates Bull's Northern Europe operations.

Situation:
Bull UK was behind the proverbial 8 Ball to deliver standards compliant cloud services to public sector clients. Without the skills or interest in building an in-house solution, Bull UK went on the hunt for a solution.

Solution:
Bull UK chose the AirVM AirSembly cloud commercialization platform to power its cloud services business and achieve G-Cloud accreditation in record time.

Benefits:
- Automation and efficiencies in service delivery, management, tracking and reporting
- Rapid time-to-market while achieving complex G-Cloud accreditation
- Foundation for local, global and resell expansion

Outcome:
Bull UK is recognized within Bull for having achieved a fully functional end-to-end cloud services offering within the company. With this success, sights are now set on local market expansion, global corporate expansion, and resale through the Bull channel network.

“The solution really sold itself,” said Davies. “We deployed AirSembly within our purpose built VMware hybrid cloud environmentand it gave us everything we needed to automate and drive efficiencies in cloud service delivery, management, tracking, and reporting right through to integration with our financial system so we can view our costs and profit margins. It also enabled us to meet the G-Cloud requirements out-of-the-box.”. These included things like providing a web portal for customers to manage their own deployments, the ability for Bull to deploy secure virtual data centers for its customers, transparent pricing and billing, and full bandwidth monitoring and utilization reporting.

AirVM was also willing to work with Bull to build in new functionality. According to Davies, “working with AirVM from a technical as well as a business perspective, has been top notch. There was a significant level of complexity involved and a very tight timeframe. AirVM consistently went above and beyond to help us meet deadlines.”

A Full, End-to-End Cloud System
Bull UK needed to build a cloud services offering that met UK government cloud standards in a very tight timeframe. AirVM delivered exactly what was needed from turnkey platform functionality to customization support. Today, Bull UK runs a highly functional, G-Cloud compliant service leveraging their purpose built VMware hybrid cloud environment and integrating with their existing businesses processes. Service delivery is fully automated from provisioning through to billing and invoicing and the team has total visibility into costs and profit margins. And because AirVM delivered such a complete solution, Bull UK was able to achieve the necessary accreditation and take their cloud services to market, immediately. “Ultimately,” said Davies, “AirVM gave us a full, end-to-end cloud system that was simple and easy to configure and allowed to meet complex compliance requirements in an incredibly tight timeframe.”

What's Next?
With G-Cloud accreditation achieved and the cloud services rollout a success, Bull UK's cloud model is now being considered for adoption by Bull's other country offices. Also on the near term horizon is the option for Bull to use the AirSembly platform to enable its channel to resell their own custom, branded cloud services. For Davies, Bull UK and all of Bull, the cloud services opportunities made possible by AirVM are endless. “Now we can resell our cloud services to other companies as well as our Bull affiliates around the world. We're working on agreements as we speak. It won't be long.”

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> Gareth Davies - Principal Technical Consultant, Bull

About AirVM
AirVM is the world's leading cloud enablement software company. We build software that makes it incredibly simple for our solution providers, software companies and multi-tier channels to sell, brand, customize, manage and bill for their cloud services. Our company leads the global industry as the only cloud platform capable of supporting all aspects of cloud business sold through traditional multi-tier distribution as well as direct to end customer models. Thousands of resellers and customers have processed millions of transactions through the AirVM platform and hosted service. To learn more visit www.airvm.com or call 1-877-55-AirVM for North America and +44(0) 870 471 5732 for Europe.