Flexential Uses vCommander to Enable Frictionless Consumption of Public Cloud Resources On-Demand

Flexential is a hybrid IT services provider servicing enterprise-class customers. With a focus on enabling customer success, Flexential needed a way to allow customers to consume public cloud resources on demand.

Providing Transparency and Control

Flexential has been a global technology leader since the early days of multi-tenant IT infrastructure – before the term “cloud” was commonplace. Their approach is a crafted combination of high tech and high touch, blending business acumen with technical expertise and 24/7/365 support.

Tailoring technology solutions to meet the specific technical challenges of their customers, Flexential provides a portfolio of secure cloud solutions and cost-saving managed services to the enterprise-class data center, along with reliable network services, co-location services, disaster recovery-as-a-service (DRaaS), and public cloud services. For customers that need a dedicated performance architecture, Flexential also provides private cloud infrastructures.

Prior to vCommander, Flexential didn’t offer self-service for public cloud, and many of the operations were driven by the IT team at the hypervisor layer, causing complexity for both Flexential and their customers.

“From an internal perspective, we needed to maintain operational scale,” said Jim Parks, SVP, Service Delivery & Solution Engineering. “We needed to be able to work on the infrastructure without impacting the customer base. And for our customers, we wanted to provide them with the transparency and

Embotics is now considered a source of truth from our Configuration Management Database (CMDB) which is effectively all of the assets that Flexential manages and maintains on a daily basis.

– Jim Parks,
SVP Service Delivery & Solutions Engineering
Many of the solutions evaluated by Flexential to meet these needs required significant investment in professional services and ongoing software engineering resources for customization, maintenance and ongoing support. The Embrtics® vCommander® software was easy to install and set up, and its elegant and intuitive interface offered the fastest time to value for Flexential, without disruption to existing services. Implementing vCommander allowed customers to do exactly what they need to do on a day-to-day basis in managing their workloads without the involvement of Flexential, giving them freedom, transparency and control over their own public cloud infrastructure.

A Fully Automated Ordering Process

The service-oriented approach that Embrtics uses means that there are no direct hooks or integrations into the hypervisor layer. Said Parks, “You can abstract the usability of the management layer from the necessity of upgrading arrays and hypervisors in the underlying infrastructure as they are not directly tied together, providing the IT team with the ability to scale the hypervisor layer from a public cloud standpoint without impacting the customer base.”

The integration of vCommander with ServiceNow has allowed Flexential to fully automate the end-to-end ordering process for their public cloud services. The ServiceNow orchestration engine is integrated with the Embrtics API, so that when a customer procures public cloud services, the process is fully automated and delivered to them with no manual effort. “This reduces our overall error rate as well as increasing our time to value and speed to market,” Parks said. “Peak10 is a fully ITIL aligned operation model, which means we control all incidents, problems and changes within the environment on a day-to-day basis. Infrastructure is expensive, so the more rapidly we can get systems into the customer’s hands and provide value, the better for us overall.”

Continued Growth

The growth of Flexential has been exponential over the past 24 months, with the purchase and build-out of three data centers in the first quarter of 2017. “In addition, our public cloud infrastructure continues to grow exponentially,” Concluded Parks. “We have over 8,500 VM workloads in our public cloud infrastructure today, with an additional 2,700 that are in a DRaaS scenario. All of that is front-ended by the Embrtics vCommander platform. I’m really excited to see where we can push the platform as we continue to move down the path of hybrid IT approach and focus on cloud operating infrastructures, using the integrations between Embrtics and ServiceNow to continue driving efficiency and scale within the organization.”

About Embrtics

Embrtics is a cloud automation company for IT organizations and service providers that need to improve provisioning or enable self-service capabilities. With a relentless focus on delivering a premier user experience and unmatched customer support, Embrtics is the fastest and easiest way to automate provisioning across private/public/hybrid cloud infrastructures. Its flagship product, Embrtics vCommander, is used by organizations such as Nordstrom, NASA, Fanatics, and Informatica.

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