

Perfect Image gains 10x ROI with Virtana Optimize to optimize customer cloud deployments and deliver cost savings



ABOUT

Industry
Managed Service Provider

Headquarters
Newcastle upon Tyne, UK



OBJECTIVE

Provides managed IT services, cloud services, business intelligence, and business systems consulting to customers across the UK.



RESULTS

10x ROI from the implementation of Virtana Optimize, optimizing customer-hosted data, delivering cloud cost savings, driving successful digital transformations, and increasing customer satisfaction.

ABOUT Perfect Image

Perfect Image is one of the UK's leading public cloud partners with the proven skills and experience to ensure its customers benefit from a valuable cloud environment. Its highly experienced team of cloud engineers expertly deploy and manage tailored and value-added solutions. With Perfect Image's effective managed cloud offering, customers can take advantage of all the benefits of the cloud but with none of the stress.

Perfect Image works with a wide range of customers across many industries, including pharmaceutical, construction, legal, and housing associations. They provide managed IT services, cloud services, business intelligence, and business systems consulting to customers in the North East and across the UK. Their

services include everything from desk-side support to full cloud migrations, cloud deployments, and modernizations. Perfect Image is a pioneer in the space; when most competitors were still investing in new data centers, they started moving to the cloud. The company helps its customers make the transition with a "lift and shift" approach, then works with them to modernize in their new cloud environment. COVID-19 and the resulting remote working requirements have only accelerated this shift, making effective cloud migration and deployment more critical than ever.

Perfect Image /



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Bob McKay, Director of Operations



THE CHALLENGE:

Reduce customer hosting costs by optimizing cloud infrastructure

Perfect Image's staff knew they needed to explore tooling to help manage customer cloud estates in a more cost-effective manner. They suspected there was opportunity for improvement. But because fine tuning was a manual process, reporting wasn't as detailed as it needed it to be, and management involved a certain amount of guesswork, they weren't equipped to find it. Their existing tooling would alert if there was a problem, but not if there was a potential cost saving. So, while they'd get a notification when a server was running too high in utilization, they had no way of being alerted when there was a server running too low. When you're

managing a business, avoiding unnecessary costs is just as important as avoiding downtime. Bob McKay, Director of Operations at Perfect Image, realized that he needed tooling that was designed to help not just with performance but also with optimization.

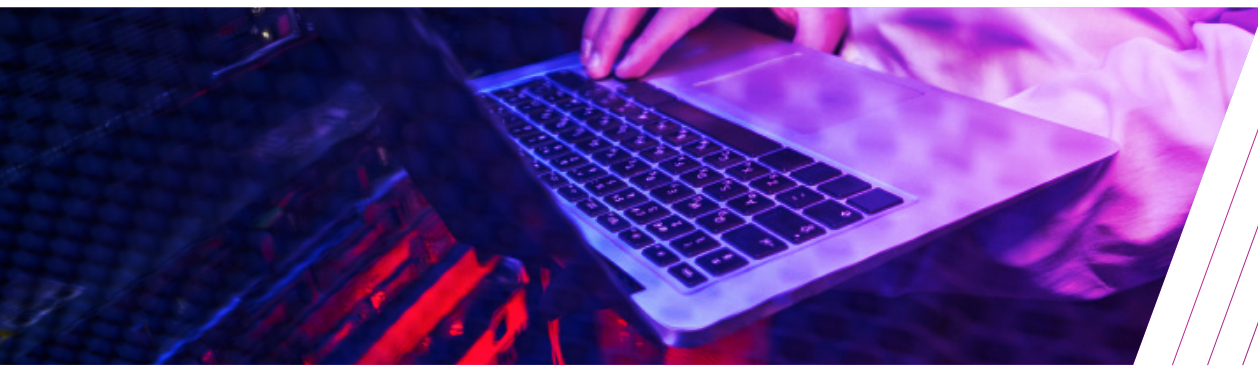
"We have a long history of helping customers move to the cloud. What we now are seeing is more around digital transformation. People have moved traditional infrastructure into the cloud but now they want to make use of the cost savings, scalability, and modular nature that cloud brings," said McKay.

THE SOLUTION:

Virtana Optimize: AI-powered multi-cloud cost optimization

Virtana Optimize enables Perfect Image to get the information it needs in a timely fashion to uncover performance bottlenecks, underutilized resources, or other potential issues very quickly, and to help its support personnel address the problem appropriately. "When we evaluated Virtana Optimize, we ran it against real-world data, and we were blown away with the product and what it could do," said McKay. A test assessment with a utility company customer immediately revealed

areas where customers were oversubscribing and incurring higher costs than necessary. Bob continued, **"We accessed a subset of data from one of our customer's tenancies and just on the basis of that alone we got a report highlighting potential savings that ranged from £300k, conservatively, up to £800k with a more aggressive stance. That meant that based on just that subset we were going to get a return on investment of around ten to one."**

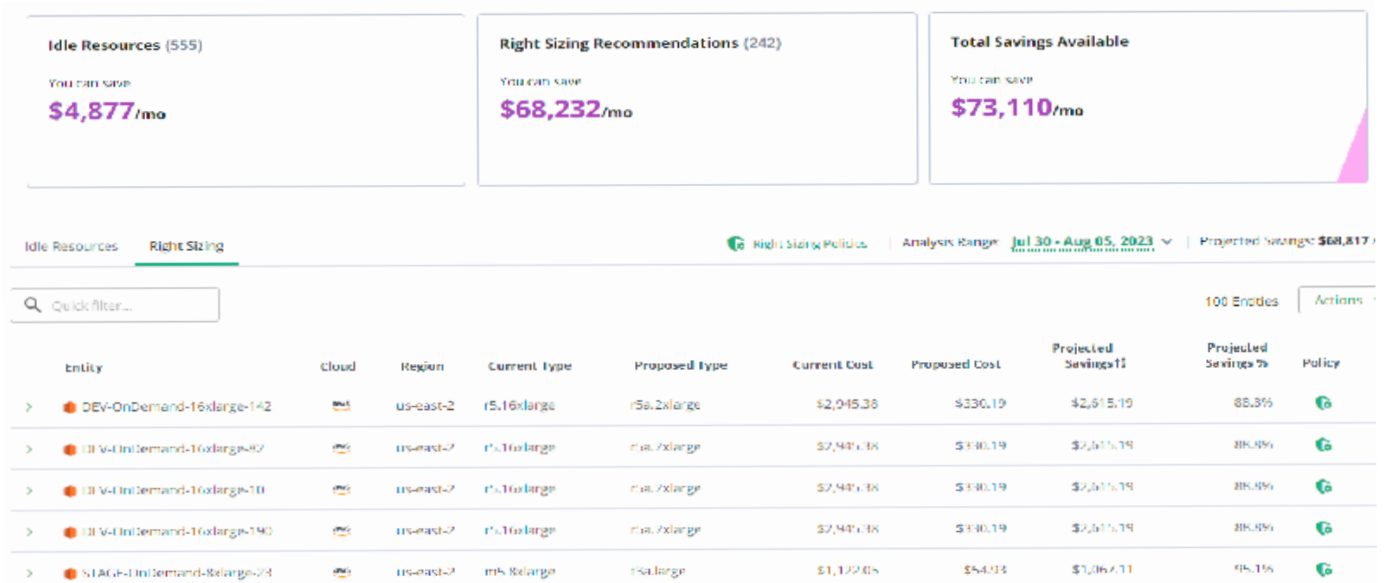


IMPLEMENTATION:

Easy setup with immediate ROI

The transition from the existing tooling to Virtana Optimize proved to be a simple task, made even easier in part by Virtana's support team, who worked closely with Perfect Image during the proof-of-concept to tap into their live data. And the post-sales support through the transition made it a seamless experience.

With Virtana Optimize, you get clarity on cloud costs across multiple cloud providers and accounts with proactive reports and dashboards.



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RESULTS:

Better customer service

Not only is the company staff using Virtana Optimize to help them manage the entire customer estate, including the architecture, they've also provided customers with access to Virtana Optimize through their FlexCare Managed IT offering, which is designed to give customers visibility into everything

going on in their cloud tenancy. It helps them optimize their cloud capacity for cost control, tune performance, and apply intelligent auto-scaling to ensure applications get the infrastructure they need to perform. It's no surprise that it has gone down well with the customers.

THE FUTURE:

A clear path to growth

"There has been a lot of excitement about what we have been able to achieve with Virtana Optimize so far, and with all the cloud optimization capabilities we've been able to build into our FlexCare Managed IT offering, but we know there is so much more around Virtana's tooling and what we will be able to do in the future," said McKay. The company is looking at other solutions, such as Virtana Migrate to provide a smooth cloud on-boarding option for customers. "With Virtana, we have a full cloud journey vision, from planning and migration and getting it all done right the first time all the way through to optimizing cost savings and performance on an ongoing basis," concluded McKay.

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