

How VMware vCloud Director Enabled Multi-Region Expansion



Zettagrid is a cloud computing Infrastructure as a Service provider which operates in Australia.

In addition to traditional Infrastructure as a Service offering, Zettagrid also offers world-leading data protection cloud services in the form of cloud backups and disaster recovery.

“To achieve its vision of creating Australia’s most advanced self-service cloud infrastructure platform, Zettagrid looked to VMware and its world-leading virtualisation product portfolio.”

The journey to the top

Zettagrid’s business vision was to create Australia’s most advanced self-service cloud infrastructure platform and combine this with full network integration to provide the easiest, fastest and most highly available cloud available anywhere.

Competing with global players, who were starting to market their services to Australian customers, Zettagrid needed to ensure their cloud platform could outperform competitive offerings at the technical and service layer.

To rise above the marketing noise created by global players and deliver world-class innovation to its local customer base, Zettagrid needed to develop an innovative offering which augmented and enhanced their Infrastructure as a Service offering.

Zettagrid identified key business differentiators they needed to develop to augment their Infrastructure as a Service offering to ensure they could deliver a cloud service which not only matched the functionality of other cloud providers but included innovative features which would set the Zettagrid cloud apart.

► USE CASE

VMware was the obvious choice for Zettagrid

To achieve its vision of creating Australia's most advanced self-service cloud infrastructure platform, Zettagrid looked to VMware and its world-leading virtualisation product portfolio.

VMware had long been a stalwart in the virtualisation market and launched its vCloud cloud computing offering in 2010. The fact that Zettagrid was already building its private server hosting services on VMware's vSphere made it a logical move for Zettagrid to look at VMware's fledgling cloud computing offering to enhance and augment its own cloud service offering.

Zettagrid's choice to go with VMware as their platform provider created a platform that has enabled Zettagrid to provide additional services to its customers over time which has led to excellent growth for Zettagrid. As VMware has added features to its platform, Zettagrid augmented these and offered these additional services to its customers leading to a cloud platform which is the most advanced self-service cloud infrastructure platform in Australia.



VMware vCloud Director enabled the creation of SDDCs

VMware vCloud Director was launched by VMware to augment VMware vCloud and enabled cloud service providers to provision Software Defined Data Centre (SDDC) services as complete virtual data centres for their customers which could be provisioned and ready for consumption within minutes. Zettagrid saw the opportunity presented by vCloud Director and invested in this technology platform when it was still in its infancy.

vCloud Director's feature growth has allowed Zettagrid to grow its services

Zettagrid's early investment in vCloud Director was vindicated.

Since its inception, VMware vCloud Director has constantly been updated with new features which created the platform for Zettagrid's growth and success.

VMware vCloud was created with features to ensure easy cloud consumption and the ability for seamless data centre extensions. In addition, the ability to deliver a true multi-tenancy platform and an open API so that cloud providers could augment and enhance their services was a founding architectural principle.

The enforcement of security best practices and enablement of efficient resource consumption and built-in functionality to enable the provision of application catalogue services was also a key tenet VMware vCloud Director wanted to offer cloud service providers.

Ultimately vCloud Director always aimed to deliver features which would support the cloud service provider who would be using their product and provide innovative functionality for end consumers of this service and the results of this promise can be seen in the innovative platform Zettagrid offers today.

Efficiency through ease of use

Since its inception, VMware vCloud Director always aimed to provide simplified workflows and the fastest, easiest path to service monetization and revenue realization for cloud service providers.

VMware has enhanced this feature since its launch in 2010 with the provision of an HTML5 user interface which created a platform for cloud service providers to seamlessly manage their platforms and offer their customers an interface for simplified cloud consumption. This ease of use was transferred and is clearly evident in Zettagrid's simple to use self-service portal.

vCloud Director extensions enabled Zettagrid to offer additional features to its customers

The power of VMware has always lied in the extensions it was able to provide to extend its core offerings. VMware vCloud Director was built on this philosophy and enabled simple, secure VM migration and data centre extensions to be created.

In addition, VMware vCloud Director created a platform for cloud service providers which allowed Zettagrid to enable options for its customers such as tenant-driven workflows, seamless connectivity, and cold or warm migration options.

vCloud Director helped reduce operational costs

To ensure cloud providers could extract as much value from their hardware investment, VMware vCloud Director was developed to ensure cloud service providers could reduce operational costs by using a single platform to host secure virtual data centres that could be consumed by multiple tenants using Role-Based Access Control.

This key benefit has allowed Zettagrid to grow its services exponentially while keeping its investment in hardware infrastructure as efficient as possible. VMware's commitment to hardware efficiency has been a key reason for Zettagrid's commercial success.



Open API's enabled Zettagrid to build innovation on VMware's Platform

VMware vCloud Director's supported open API's from the outset and this allowed Zettagrid to build innovative solutions to enhance vCloud Director's core offering.

Open API's allowed Zettagrid to develop customer solutions which took advantage of the scripted access vCloud Director enabled to consume cloud resources, manage the catalogue and other operations.

Using REST-based APIs and SDKs, Zettagrid was able to extend the capabilities of vCloud Director and create differentiation for itself in the Australian Infrastructure as a Service cloud service provider market.

vCloud Director security enabled Zettagrid to offer enterprise security to its customers

The security of their customer's data and the sanctity of their data centre environments was a critical business driver for Zettagrid.

vCloud Director's policy-driven approach to provisioning which embedded software-defined resource consumption controls allowed Zettagrid to automatically enforce preconfigured IT policies which enhanced the security of their platform and their customer environments.

► RESULTS

Zettagrid and VMware – A winning combination

Since its inception, Zettagrid has utilised VMware's industry-leading technology products to expand its Infrastructure as a Service business and build business offering based on the VMware platform for its customers.

Zettagrid launched its initial VMware vSphere private server hosting services in Perth, Australia in May 2010. In July 2011 Zettagrid augmented its Infrastructure as a Service cloud offering by launching its Virtual Data Centre service which was developed and implemented on VMware vCloud.

Since its successful launch in 2010, Zettagrid has expanded its cloud operating footprint and opened locations in Sydney in September 2011, Melbourne in November 2012 and most recently opened its first international location in Jakarta in October 2017.

Zettagrid Virtual Data Centre

Zettagrid has deployed all its solutions and services using VMware's vCloud Director and has extended vCloud's enterprise functionality to its customers which they have made available through their innovative Virtual Data Centre offering.

Customers who have subscribed to Zettagrid's Virtual Data Centre have enjoyed the full power and functionality VMware's vCloud had to offer and accessed these features through their personal Virtual Data Centre console.

In its quest to provide its customers with simplicity and efficiency, Zettagrid invested in developing an easy to use portal which abstracted many of VMware vCloud's most used functions. Zettagrid customers are now able to launch many of these features directly from the Zettagrid portal without even needing to launch the native VMware vCloud console.

VMware's vCloud platform has truly set Zettagrid apart from other virtualisation cloud providers as it has enabled Zettagrid to offer their customers enterprise virtualisation features other cloud providers could not. This competitive advantage is clearly illustrated in Zettagrid's successful growth over the years.

► ABOUT ZETTAGRID

www.zettagrid.com

Zettagrid is an IaaS cloud computing provider which delivers automated and scalable infrastructure enabling their customers and partners to manage the operating system and application layers.

Their cloud platform operates in more data centres than any provider in Australia, with Availability Zones in Sydney, Melbourne, Brisbane, Adelaide, Perth, Singapore and Jakarta giving them the ability to provide true operational diversity to any organisation through a telecommunications network which spans across Australia.

The Zettagrid Leadership Team has extensive experience in both national and international telecommunications as well as a remarkable proficiency in managing an operating data centres. Their technical architects are some of Australia's most awarded and well-known virtualisation experts.

Zettagrid has been consistently recognised by vendors and the industry for being a market leader and have received the following certifications and awards.

VMware vCloud Air Network Certified Provider
Veeam Platinum Cloud Provider
Australian Federal Government Whole of Government Cloud Services Panel Member
NSW ICT Services Registered Supplier List
PCI DSS Compliant
ISO9001 and ISO27001 Certified Systems

► ABOUT VMWARE

www.vmware.com

VMware is a global leader in cloud infrastructure and digital workspace technology which enables it to accelerate digital transformation by enabling unprecedented freedom and flexibility in how their customers build and evolve IT environments.

VMware solutions give organisations the ability to improve business agility by modernizing data centres and integrating public clouds driving innovation with modern apps, creating exceptional experiences by empowering the digital workspace and safeguarding customer trust by transforming security.

VMware is a member of the Dell Technologies family of businesses.

CONTACT US TODAY

sales@zettagrid.com

Australia: 1300 597 656
International: +61 8 6314 6580

[@zettagrid](https://www.zettagrid.com)

Sydney

Level 36, Governor Phillip Tower
1 Farrer Place,
Sydney, NSW 2000 Australia

Perth (All correspondence)

Level 1, 140 William Street
Perth, WA, 6000 Australia