EVOLVE IP
THE CLOUD SERVICES COMPANY™

Evolve IP provides *Virtualized Servers* and *Business Continuity* for EMG

EMG Customer Profile

Using Evolve IP's Evolved Data Center, EMG resolved their business continuity issues, gained access to their vServers using private connectivity and significantly reduced their capital expenditures.

Location
Hunt Valley, MD
Industry
Consulting

Cloud Services maximize productivity and eliminate information gap for EMG.

☁ Situation

In 2010, EMG President Nestor Benavides faced a decision regarding his company's data center. The seven-year-old servers were reaching their maximum life expectancy, and he neededto decide if the company should invest hundreds of thousands of dollars in virtualizing its server locally, or shift to an outsourced cloud provider. Nestor identified risk mitigation regarding local power issues in its Baltimore headquarters, where the data center is located, as a key driver in his decision to select a provider. One winter, the area had a snow storm that took out the power to the building for over a day, and in another instance, local construction knocked down power lines. Both times, the Baltimore office lost connectivity and was shut down. As a result, the company's 250-employee remote workforce was without critical business applications. Although EMG had a backup system in place, it required significant time to start the system at a remote location, and critical information could be lost. Nestor knew that a fire, flood, or other local disaster could compromise EMG's ability to respond quickly to its clients' needs. It was clear that EMG needed to switch to an outsourced provider, but Nestor needed to find the correct one. Both times, the Baltimore office lost connectivity and was shut down. Moving to the cloud would clearly meet his business continuity requirements, but Nestor was unsure if he wanted to proceed with a large-scale or private cloud provider. A large-scale commercial provider would likely be low-cost, but inflexible. A business-focused private provider might cost a slight premium, but would work closely with EMG to meet its needs. Nestor was also concerned with the security and privacy of the public cloud. Claude Limoges, CEO of EMG at the time, recommended that Nestor look into the company's current network provider, Evolve IP, which offered an established cloud services platform.

Solution & Benefits ❯

![EVOLVE IP — THE CLOUD SERVICES COMPANY™]

Solutions

Products
The Evolved Data
Center
- Virtualization
- Business Continuity

Benefits
- Gained predictable monthly expenses
- No downtime since moving to the virtual server
- Saved over $100,000 in CAPEX

After meeting with Evolve IP, Nestor found that it could offer the cloud infrastructure that he desired in a unique virtual private cloud model. Moreover, Nestor knew that scalability and a built-in failover of virtualized servers were important features, and many of the service providers he considered offered them. However, he also wanted the high level of privacy and security that is only available to dedicated or on-premise server environments. Evolve IP's vServer offered all of these features.

At the same time, Nestor began working with a multimember Evolve IP team that

transition where the low-risk servers (active directory, Exchange, and SharePoint) were moved first. All servers were virtualized as they were moved, with EMG's enterprise application server going last. This helped ensure that only those servers being moved at that particular time experienced downtime, as opposed to the days of downtime EMG would have experienced if all servers were virtualized at once.

Nestor moved everything that was valuable to move, and the process took approximately one year. EMG's after-hours

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>
> *Nestor Benavides*
> *President, EMG*

included the company's CEO, a benefit he could only take advantage of with a smaller, private provider.

The transition to Evolve IP started in 2011 with initial testing, and continued once it was confirmed that the connectivity and timing of the switch would ensure no productivity would be lost. This allowed EMG to eliminate downtime during the transition.

Evolve IP then created a threephase

transition to Evolve IP ensured that no work time was lost during the process. After the implementation was completed, EMG was able to eliminate downtime completely, addressing the company's initial concern.

Nestor calculated that a week of downtime could cost the company between $500,000 and $1 million in lost revenue. In addition to preventing the potential loss of business that downtime would cause, EMG also recognized that by

Benefits ›

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☁ Benefits

simply moving more services to Evolve IP, it eliminated a hundred thousand dollar plus investment.

And all this happened while providing predictable costs to scale its business in the future. Furthermore, EMG was already using Evolve IP's network services. This meant that EMG gained the ability to access its vServers over private connectivity as if the servers were still sitting in its own data center.

This allowed Nestor to eliminate the power problems and aging equipment he was looking avoid. Nestor described how important gaining uptime has been to the company's revenue: "We represent some of the largest banking institutions and real estate owners in the country— J.P. Morgan, Blackstone Equity, and Wells Fargo Bank. We are often assisting these companies with multi-billion-dollar transactions an decisions, so timing is extremely important. We need to make sure that the engineering intelligence we're providing them is delivered exactly when they need it so the deal can be closed on time. The need for uptime is beyond critical—our business and our clients' business depend on it. And thanks to Evolve IP, we've had no material down time for the past two years."

☁ About Evolve IP:

Evolve IP is The Cloud Services Company™. Designed from the beginning to provide organizations with a unified option for cloud services, Evolve IP enables decision-makers to migrate all or select IT technologies to its award-winning cloud platform. Evolve IP's combination of security, stability, scalability and lower total cost of ownership is fundamentally superior to outdated legacy systems and other cloud offerings. Today, tens of thousands of customers across the globe depend daily on Evolve IP for cloud services like virtual servers, virtual desktops, disaster recovery, unified communications, contact centers, and more. Visit www.EvolveIP.net or http://blog.EvolveIP.net.