

### blue LAN group



As a managed service provider (MSP), Blue LAN Group (BLG) demonstrates the power, speed and flexibility that the cloud can bring to SMBs. It has a solid and well-established reputation in the IT world especially around its ever-growing client list of VC/Private Equity firms, law firms, government agencies, technology companies, private schools, and not-for-profits. The company, founded in 2003, services customers across the Northeast US and Northern California.

BLG services include: Strategic Consulting, Network Design, Database Development, Outsourced IT, Business Continuity Planning, Security Solutions, Disaster Recovery Solutions, Storage Solutions, Software Development, Managed Services, and Training.

## Situation

Blue LAN Group clients typically have an IT environment consisting of servers running email, file sharing, financial systems and other applications, in addition to firewalls and gateway routers, all located in a small on-site data closet. In 2008 when a client asked for a data recovery plan, BLG recommended offsite replication to a co-location facility and jumped into the virtualization business.

In 2012 the co-located servers began approaching end-of-life status so rather than simply investing in replacements, BLG began to explore Cloud Computing Infrastructure as a Service (IaaS) offerings. Their goal was to focus on providing their signature “white glove” customer service, while reducing their clients’ IT infrastructure costs. Unlike value-added resellers (VARs), most MSPs resell IT gear to clients as an accommodation, at little or no mark-up.

“Hardware sales are not at the core of our business, Blue LAN Group is a service provider,” says Ed O’Connor, Vice President/CTO at Blue LAN Group. “While we have favorite brands and products, we’re vendor agnostic – recommending the best product that meets our client’s requirements and budgets.”

## Solution

After evaluating other IaaS providers, BLG selected ProfitBricks.

“What attracted us to ProfitBricks, from the technical side, was that the entire service is designed to behave exactly like a physical server and data center environment, adds O’Connor. “ProfitBricks does not place any restrictions on the design of the networks we need in the cloud. We can create as many sub-networks as necessary - add load balancers and firewalls – in a flexible manner, anywhere, structuring client networks exactly as we would in their office or a traditional data center.”

“On the business-side it was simple. ProfitBricks “sticks to its knitting,” opting not to offer managed services as part of their product portfolio,” says O’Connor. “Unlike other IaaS providers, ProfitBricks doesn’t compete with me. It’s very refreshing - it’s the way that true partnerships should work.”

# Benefits

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ProfitBricks offered Blue LAN Group unmatched flexibility and ease of use, price/performance leadership with predictable costs, and responsive customer support and technical support.

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*"We have found ProfitBricks pricing to be very predictable without any surprises or capital equipment spikes," says Ed O'Connor, Blue LAN Group's Vice President and Chief Technical Officer. "In addition to being the lowest cost IaaS provider, ProfitBricks performance is twice that of other Clouds. It's the best Price/Performance ratio available in IaaS."*

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- **Flexible, Simpler, Easier to Use**

ProfitBricks is surprisingly simple and easy to use, yet also very powerful and sophisticated. The ProfitBricks platform, including the Data Center Designer (DCD), built on top of the ProfitBricks API, is the easiest way cloud users can customize an entire deployment, from a simple infrastructure deployment to a complex environment with substantial compute storage and networking resources. Individual data center components, such as firewalls, sub-networks, and load balancers can easily be added with a simple mouse click and it's all available in production within three minutes.

"The DCD is great – anyone can create and provision a complete data center in 10 minutes," interjects O'Connor. "It does what would have taken us weeks (spec, design, order, provision, install, and configure hardware infrastructure) to just a few hours."

- **Price/Performance Leadership with Predictable Costs**

The pricing models most cloud computing IaaS providers are confusing and complex. Charges are often calculated according to criteria that are simply unknown to customers. The consequence of such creative pricing is often that the costs are difficult to impossible to estimate with the end-result being an unpleasant surprise when the invoices arrive for clients.

ProfitBricks offers the simplest and most efficient pricing model among all cloud computing IaaS providers. Customers pay only for the CPU cores, RAM, storage, and bandwidth resources that are actually consumed. ProfitBricks calculates usage fees on a per-minute basis without any minimum-hourly usage requirements. No monthly subscription plans. No advance deposit or pre-payment. No peak/off-peak resource bidding.

- **Responsive Customer Service and Technical Support**

Customer service is what sets Blue LAN Group apart from its competitors. It's a key differentiator in an over-crowded marketplace. Just like their customers, they expect prompt, accessible support when questions arise.

Today, too many public cloud companies think customer service is optional, offering self-service or limited telephone support with the base cost of their product. ProfitBricks thinks that's just plain wrong and not something that busy MSPs should worry about.

At ProfitBricks we think the best person to answer customer questions is a senior system administrator who understands the issues and can offer clear solutions directly and without delay.

Today, Blue LAN Group is rapidly helping their customers transition to the ProfitBricks cloud, allowing them to leverage the financial benefits of the cloud (lower CAPEX) and the greater flexibility of the cloud, all while building on a foundation providing higher-availability and better technology than most small businesses could ever dream of.

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