

DATA CENTER

STRATACORE REDUCES AMDOCS INTERACTIVE'S DATA CENTER COST BY 50%

The challenge

Amdocs is a market leader in customer experience systems innovation, delivering the most advanced business and operational support systems to service providers in more than 60 countries. The company's digital commerce, personalization, and mobile internet solutions are offered through Amdocs Interactive, a unit formed in 2008. Amdocs Interactive inherited multiple data center operations from the acquisition of Seattle based Qpass, including:

- More than 70 full size racks in a carrier grade Seattle data center
- Racks in another carrier grade Seattle data center
- Racks in the company's own downtown Seattle data center

A business case analysis of the costs associated with running these disparate data center operations led Benny Zaidenberg, Amdocs Interactive's IT Director, to conclude that the cost structure was out of line. "Our analysis showed that we could significantly reduce costs by moving all production operations to our Salt Lake City data center while consolidating all non-production operations in a single Seattle area data center," explained Zaidenberg. "In addition, our team was committed to supporting Amdocs' commitment to operational excellence by moving off old hardware and accelerating virtualization in the non-production environment."

Once a decision was made to consolidate all non-production operations in a single data center, Zaidenberg and his team were faced with a significant timing challenge. The company's primary Seattle data center contract was up for renewal, giving the team just five months to choose a facility, negotiate a contract, configure the space, and move in.

"We knew it would be a challenge to meet an aggressive time line," said Zaidenberg. "Thanks to the support of Aaron Loehr and his team at StrataCore, we met our time line objective and beat our cost savings projections."

ROI fast facts

Data center consolidation project

- Only 100 days from selection and negotiation to move in / move out
- 50% reduction in data center costs
- 75% reduction in bandwidth costs
- Flexible contract terms and significant multi-year savings

Benefits of engaging StrataCore

- We eliminate the time you have to spend finding provider fiber routes to on-net buildings and data centers
- We represent over 400 service providers throughout multiple product verticals
- We deliver cost and time savings through thorough pricing and contract negotiation on your behalf
- We work with the senior executives and key decision makers at the providers to ensure efficient and effective contract negotiation on your behalf

The solution

Amdocs Interactive was familiar with StrataCore's reputation for having a deep understanding of the data center market and retained them to help identify provider options.

"They developed a short list of data centers, presented each facility's cost structure, and measured those results against a detailed analysis of our unique business requirements. Their extensive analysis of our power and bandwidth requirements became a significant driver in choosing the right data center." Leveraging their data center vendor selection process, StrataCore quickly narrowed the data center options down to six potential providers and began scheduling onsite tours."

"StrataCore ensured that our requirements and verbal agreements – both internally and with the service provider – were accurately reflected in the contract," said Zaidenberg. They reviewed every single line of the contract and provided us with the data needed to bring the agreement in line with our performance, scalability and financial goals."

The result

StrataCore was instrumental in helping Amdocs Interactive meet its time line requirements and beat its cost saving projections. The data center selection, negotiation, and move out/move in process was complete in 100 days. "On the cost savings front, our new data center contract reduced Amdocs Interactive's data center costs by 50% and bandwidth costs by 75%," said Zaidenberg. "Our new data center has the higher power density needed to support the transition to virtualization, can scale to meet our growth and connectivity requirements, and is right in line with Amdocs' commitment to operational excellence. StrataCore saved us significant time and money, while delivering a high value solution."

Our services include

- Historical and current pricing trends
- High availability data center selection checklist
- Carrier on-net building lists, service availability and fiber maps
- Tour scheduling
- Metered power rate negotiation
- Direct introductions to data center senior executives
- Manual reverse auction process to secure the best pricing
- Vendor selection matrix
- First redline review of service contracts
- Edits to service provider SLAs
- Ongoing support with issues, disputes and/or SLA credits

About StrataCore

Managing your company's IT infrastructure isn't easy. It takes time keeping up with the latest technology and finding the best prices — especially as you change, grow, or add new locations. It's time you don't have.

StrataCore is here to help. We provide digital network and commercial data center consulting and brokerage services to enterprises that need to secure services across the globe. Our strategic relationships with all major service providers offer us insight into the latest technology trends and opportunities to ensure that your company receives the best services at the best price.

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