MANAGED SERVICES PROVIDER TAKES BACKUP TO THE EDGE WITH PARTNER ZADARA

NFINIT partners with Zadara to strengthen portfolio, simplify fees, and increase geographic coverage with federated edge

Cloud strategies are evolving at enterprises of all sizes, as the complexities of cloud and edge computing become better understood. Businesses that once looked for cost savings by moving everything to public cloud are now focusing on how to optimize each workload by placing it in the right environment – whether that is the data center, at the edge, or in a private or public cloud. However, businesses need the right tools to succeed with this kind of hybrid cloud strategy, and they are looking to managed service providers (MSPs) for help.

NFINIT is a managed cloud and infrastructure solutions provider that helps businesses use the right tools for their unique mix of workloads. The company is also one of the first to leverage Zadara's Federated Edge program to deploy workloads anywhere in the world and serve global customers' needs for reduced latency and cost. Many other cloud providers seek to simplify by promising a complete solution in one ecosystem. But NFINIT recognizes that in reality this can create much more work, as organizations discover too late what is required to adapt all their technologies to one toolset.

"Four years ago, we began the transformation from a traditional data center to a modern, new age solution provider, capped off with our rebranding to NFINIT," explains Jeremy Fitzpatrick, Vice President of Sales and Marketing, NFINIT. "We take the outdated colocation model of space and power and infuse it with tools and services that help our customers do more than they could manage on their own. What makes NFINIT different is our people and processes. With our engineering expertise, we help our customers map out the best solution for their use case – instead of asking them to change their applications to fit one set of tools. So, we see Amazon and Azure not as competition, but as tools in our toolbelt."

HIGHLIGHTS

- Veeam integration including object immutability enhances service portfolio

- 100% OpEx finance model accelerates growth

- Pre-installed capacity buffer enables rapid scale without disrupting end-customer environments

- Transparent pricing strengthens end-customer's relationships

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In order to serve its customers with just the right tools to optimize their individual workloads, NFINIT needed the ability to offer many different kinds of storage and edge computing solutions. The company partnered with Zadara to power its managed services in these areas, and has leveraged Zadara's technologies and support to strengthen its offering and drive growth.

"We love Zadara because it gives us so much flexibility in a single platform," says Jeremy. "We're able to meet all kinds of business requirements – performance storage for this particular workload, a budget-friendly solution for this Client and we can push this dataset into an archive or off-site. If a customer wants to create a forever archive of a dataset, for example, Zadara enables us to offer a financial model that makes sense."

ADDRESSING CUSTOMER CHALLENGES

The businesses NFINIT serves span a wide range of verticals including government, healthcare, and others. However, many of them are facing similar problems when it comes to planning the right cloud strategy, choosing the right technologies, financing IT. NFINIT's goal is to understand what its customers do and why they do it, and then build a custom workload-optimized solution.

One challenge businesses face is **planning financially** for long-term use of cloud services, for which costs tend to increase dramatically when applications go into production and are utilized by end users. Variable fees can apply to everything from data egress, transactions, storage IOPS and more.

"Six years ago, early cloud adopters were putting everything in the public cloud," recalls Jeremy. "But it didn't take long for CEOs to realize that public cloud savings didn't apply to every workload. They started getting these escalating bills. Now the pendulum is swinging back, and we believe it's landing in the middle, where businesses need the right tools on all sides."

Many businesses are also **failing technically** because they do not understand what it really takes to "lift and shift" their applications to cloud.

"When you go to AWS, for example, you might have to change your app and how it works with the underlying infrastructure to meet the platform requirements," explains Jeremy. "That's sometimes damning, and I've seen customers spend hundreds of thousands of dollars to retrofit their applications."

MSPs that want to build long-term relationships need to understand their customers' applications, users and dependencies, and help them optimize for the technologies they use today.

STRONGER IN PARTNERSHIP

Partnering with Zadara has enabled NFINIT to offer an enhanced portfolio of storage and edge computing services, including Veeam backup. The company has also leveraged Zadara's 100% OpEx finance model to accelerate growth.

"We were looking at expanding in object storage when Zadara first came into our focus," recalls Jeremy. "We looked at other vendors, but what won the day for Zadara was the ease of ramping up a new service and the financial model that went along with it. Once we realized the ability to pay as you go for all the other types of storage that are integrated into the Zadara platform, it became a no-brainer."

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For customers who may have been burned by unpredictable public cloud costs and technical hurdles in the past, NFINIT can also use Zadara to optimize solutions and provide clear financial forecasts.

"In our technical evaluation of Zadara, when we got into the modern software-defined nature of the VPSAs and how we can adjust those, we found that really aligns with our discovery process," says Jeremy. "With one platform we can select the best engine and financials for the customer's needs and tell them exactly how much it will cost."

GOING GLOBAL WITH FEDERATED EDGE

As one of the first Zadara partners to deploy services with Federated Edge (FE), NFINIT has also gained a new differentiator in being able to operate in edge markets globally. Federated Edge is set to offer over 1,000 edge clouds by the end of 2021, which MSPs can use to deploy workloads anywhere in the world. This enables MSPs to deliver as-a-service solutions as close to global customers as necessary, with the capability to meet their demanding performance, price, latency, and data residency needs.

"Federated Edge is giving us the opportunity to deploy services in regions where we haven't had a solution in the past," explains Jeremy. "For instance, we have leveraged FE to spin up a zCompute node in Germany to meet the client's strict regulatory needs."

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"It's enabling us to reach geographic areas where we don't have a presence. And there's a big opportunity to expand the footprint of existing services, such as backup and disaster recovery, into client environments and other areas we may not have been able to reach before. This obviously can open some doors for us."

BUSINESS BENEFITS

FAST AND FLEXIBLE SCALE

Zadara enables NFINIT to scale up its customers' storage capacity with greater speed, thanks to a capacity buffer pre-installed in NFINIT's data center. This allows for an agile and flexible financial model, with customers only paying for what they actually use.

"We get all kinds of different requests from our customers," says Jeremy. "Some will say, 'I need 20 TB of production storage tomorrow!' The ability to have that kind of overhead ready on site, provision it quickly and then hands it off to the customer is great."

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IMPROVED VEEAM OFFERING

Partnering with Zadara has strengthened NFINIT's Veeam backup service and its proposition to enterprise customers. Zadara provides the only unified, multi-tier, 100%-OpEx storage solution from Veeam 3-2-1 backup, including support for Veeam object storage immutability.

"The Veeam name carries a lot of weight in the enterprise space we're targeting," says Jeremy. "The pre-integration of Zadara and Veeam gives us the confidence to sell that as a complete turnkey solution."

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TRANSPARENT FEES

Zadara's software-defined storage arrays have given NFINIT the ability to match customer workloads with optimal storage resources and to simplify its pricing.

"With Zadara we can now tell our customers which storage engine they need to be on, which financials are going to work for their use case, and what the cost will be," says Jeremy. "We can easily show them how the cost will change if they tune it up or down. Now we can really align the right resources with the customer and their project, and make it really transparent as we go."

GROWTH WITHOUT DISRUPTION

By delivering services on the Zadara platform, NFINIT has been able to attract new customers who value the ability to scale storage without disrupting critical environments.

"It's a great selling feature for us to be able to say that, in a production state, we can bump you up and you can grow without affecting your environment," says Jeremy.

FUTURE PLANS: BUILDING THE NFINIT EDGE

NFINIT is now leveraging integrated Zadara and Veeam technologies to build a unique backup at the edge service, and to expand its geographic reach with Federated Edge.

"What I'm really excited about coming up is a new product born from our participation with both Zadara and Veeam," Jeremy explains. "We've built the NFINIT Edge from the ground up to offer an extended edge for backups. It's a complete solution for customers who need backup at their sites, and at the edge using a flexible storage array, with the ability to replicate data back to our cloud. It's allowing us to deliver services in customer's own network, and that's something I haven't heard of other MSPs doing."

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NFINIT is also finding that Zadara's partnership and integrations are valuable in taking its products to market and driving continued growth.

"Having Zadara's finance model, and their management of the edge equipment, has really enabled us to put this together," says Jeremy. "And with the Veeam name and Veeam software to drive it, we're already gaining traction on it even though we're still in beta."

Thank you to Jeremy Fitzpatrick, Vice President of Sales and Marketing, NFINIT, for this interview.

To learn more about NFINIT, please visit www.nfinit.com.

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