
Belgacom deploys Awingu's Virtual Private Datacenter volume cloud solution

Customer case study

Belgacom needs scalable, reliable and cost-effective cloud solutions to serve the Belgian SMB market, ISVs and segments of the corporate cloud market. Belgacom's Becloud vDatacenter builds upon Awingu's Virtual Private Datacenter, a white-labeled, turnkey IaaS offering to enable these cloud solutions.

Introduction

Belgacom is the incumbent and leading Belgian telecom provider, listed on the Euronext Brussels stock exchange. Belgacom offers both fixed and mobile services, with a strong focus on the Belgian market which consists of roughly 4.7 million households, 840k SMEs (<200 employees) and 2k corporations (>200 employees).

Belgacom's Enterprise Business Unit (EBU) delivers fixed, mobile and ICT products and services to professional customers. The EBU has the unique selling proposition of providing full convergent solutions whereas competitors are rather fragmented and offer point solutions.

Belgacom's EBU sees cloud computing as a way to deliver remote content and applications through a convergence of IT and telecoms. It is Belgacom's ambition to strengthen its leadership in converged telecom solutions and become the local leader in cloud based services in Belgium. Belgacom's EBU wants to offer applications to any device over any network, by leveraging the Belgacom datacenter infrastructure, networking capabilities and direct and indirect sales channels. This allows Belgacom to deliver true end-to-end solutions secured through SLAs and delivered close to customers via an unrivalled channel mix.

The challenge

Against this background, Belgacom launched Becloud vDatacenter, a project with the mission to deliver a volume cloud solution offering Infrastructure-as-a-Service, Storage-as-a-Service and Desktop-as-a-Service with a focus on SMB customers, ISVs and segments of the corporate cloud market. From a market positioning perspective, the Becloud

vDatacenter had the ambition to allow Belgacom to effectively compete with foreign cloud providers on the Belgian market.

It was key for Belgacom that suppliers were able to deliver a scalable cloud solution that matched the reputation of Belgacom as a reliable partner for enterprises, and at the same time allowed Belgacom to enter the volume cloud market with an offer that was competitive with that of major Internet cloud providers. Time-to-market was another key decision criterion for Belgacom.

The Awingu Virtual Private Datacenter solution

Awingu was chosen as the preferred partner for Becloud vDatacenter. Awingu delivered Virtual Private Datacenter (VPD), a turnkey IaaS solution for telcos, that consists of the Cloud Control Center, a multi-tenant IaaS software stack, and D-rack, a disruptive cloud infrastructure solution.

VPD provides complete management controls over virtual networking, virtual servers and disks and offers an intuitive graphical interface to manage virtualized resources as a virtual datacenter. VPD provides a four-level view: customer, reseller, operator helpdesk and operator NOC, with proper segregation of access to resources and functionality. VPD's granular metering allows for true 'pay-as-you-use' billing schemes. VPD also comes with a marketplace that allows straightforward deployment of solutions from a solution catalogue.

The VPD solution was selected above alternative market offers because of a number of reasons. First, VPD enabled a fast time-to-market, as it is a turnkey solution that integrates all aspects of a cloud infrastructure: from hardware to service layer, from NOC console to helpdesk and customer self-service tools. This lowered project and integration costs and led to a shorter timeframe between contract agreement and roll-out. The out-of-the-box integration allows for a seamless user experience from initial provisioning to the actual deployment of the cloud services.

Secondly, the underlying D-rack provides a disruptive architectural approach for volume cloud solutions, leading to a cost model that is in-line with what is needed to serve the targeted market segments. The D-rack comprises compute, networking, caching, storage, power and infrastructure management. The self-healing software architecture of the D-rack and its end-to-end management capabilities further optimize recurring costs and lower TCO compared to other alternatives. Furthermore, the D-rack's unique storage accelerator technology boosts Virtual machine IO performance.

Finally, Awingu provides a suite of solutions that all build upon the same technology stack. Next to the VPD, Belgacom intends to roll-out Private Storage Cloud (PSC), Awingu's Private StaaS solution as well as Cloud Desktop, Awingu's browser based desktop experience.

The Belgacom Becloud vDatacenter is live since July 2012.