



Case study:

BluNova Group Chooses ZeroStack to Solve Customers' Pain Points

BluNova Group is a fairly large IT organization based in Kuala Lumpur, Malaysia. This value-added solution provider has focused on datacenter, networking, wireless, and UC solutions, but due to requests from customers, they wanted to branch into providing cloud services. ZeroStack provided the right platform with the right capabilities with the right pricing model.

Seeking a Solution

"Many companies in our region of the world want to move to cloud, and the small/medium-sized companies we support want a clean, self-serve solution," said Ryan Ameen, Managing Director at BluNova Group. "Many of them were telling us that they were looking at mega-cloud offerings like AWS, so we had to move quickly to stop customer erosion. As IT administrators ourselves, we wanted a solution that didn't require a lot of administrative overhead and had the flexibility to support shared-cloud and private cloud offerings."

BluNova's team had been researching a variety of cloud solutions in the marketplace, including Stratoscale

and VMware, but these didn't meet its requirements for service flexibility and low IT resource usage. That's where ZeroStack came in. With a solution that can be deployed in less than an hour and uses machine learning and AI algorithms to manage and heal itself, the ZeroStack Intelligent Cloud Platform was exactly what BluNova Group wanted.

"With a solution that can be deployed in less than an hour and uses machine learning and AI algorithms to manage and heal itself, the ZeroStack Intelligent Cloud Platform was exactly what BluNova Group wanted."

ZeroStack Offering

ZeroStack's Intelligent Cloud Platform is the only solution in the market that combines self-service provisioning, flexible pricing, and administrative automation to slash the amount of IT resources needed to add customers and keep them running. "ZeroStack's product addressed all of the pain points we were experiencing, and gave us a platform that we could scale from a small implementation to many hundreds of customers," said Ameen.

BluNova will initially deploy ZeroStack's cloud on a four-server cluster to get up to speed on the product and serve its first customers. The company anticipates that it can serve up to 200 VMs on a single cluster, and the platform easily scales to hundreds of clusters.

The Right Solution at the Right Price

Unlike public cloud services, BluNova's cloud offering will be tailored to the needs of individual customers. "We pride ourselves on selling the right technology to the right customers at the right price," said Ameen. "ZeroStack put us in the cloud business with a solution that made it easy to tailor services to our clients and gives us all the management features we need to address our internal requirements."

By combining ease of use, a low TCO, and a rich array of cloud features, ZeroStack's Intelligent Cloud Platform has made BluNova Group a potent force in the Southeast Asian MSP market.

BluNova Group

BluNova Group was incorporated in 2009. Together with the high quality of human capital, BluNova is spreading its wings in equipment supply, solution, ICT consultancy, software development, and technical services that relates to telecommunication and ICT ground works as well as project management.

Product Offerings:

- » Next Gen DC
- » Next Gen Backup
- » Next Gen VOIP
- » Next Gen WiFi
- » Next Gen VPN

A Passionate Solution Provider

The value added solution provider focusing on Datacenter, Networking, Wireless and UC Solutions.



Location:

Kuala Lumpur, Malaysia