q.beyond

q.beyond Exceeds VM Mobility Goals by 95% with VMware Cloud Director Availability

Company
• q.beyond

Industry
• IT Services

Headquarters
• Cologne, Germany

Customer Challenges

• Needed to move a large number of VMs from another cloud service provider's on-prem environment to q.beyond's cloud environment

• Needed a mobility solution that could reliably perform VM transition from site-to-site within a tight timeframe and with little to no downtime

About q.beyond

q.beyond AG is the key to successful digitalisation. The IT service provider helps its customers find the best digital solutions for their business and then put them into practice. Its strong team of 1,100 people accompanies small and medium enterprise customers securely and reliably throughout their digital journey. q.beyond is an expert in Cloud, SAP, Microsoft and software development. With locations throughout Germany, as well as in Latvia and in Spain, and its own certified data centres, q.beyond is one of Germany's leading IT service providers.

VM Mobility Needs

One of the key benefits of virtual machines is the ability to run them on any hardware platform as well as the ability to move and/or replicate them between on-premises, and cloud-based environments. VM mobility gives organizations the flexibility to run applications and workloads anywhere and ensure their applications are running in an environment that's ideally suited to the application's performance, availability, and cost requirements.

Forging a Strategic Partnership with VMware

As an experienced application services and infrastructure provider with data center and managed services offerings, q.beyond set out to deliver a unique cloud experience that:

•   Could enable a reliable and speedy migration to the cloud for businesses operating on aging and heterogeneous systems

•   Had the flexibility and consulting service and support to cater to each customer's unique modernization journey

q.beyond determined VMware was the best cloud technology partner to make this vision a reality.

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Business Outcomes

- **Operational Efficiency**
  VMware Cloud Director Availability is improving initial migration time from several weeks to under 30 minutes.

- **Speed to Market**
  Have performed between 250 to 300 workload migrations to the virtual private cloud and have ~20K working in production.

The Case for SAP Application Transformation

q.beyond is a provider of cloud services, SAP and Mircrosoft applications, managed OS, and managed DB services to SMB enterprises, with an emphasis on integration and consulting. Customer migration to SAP S/4HANA has become critically important for classic SAP ERP customers since SAP's announcement to end support for SAP ECC 6.0 in 2027. This platform transition can be quite complicated and arduous for customers with long-standing SAP implementations. For many SAP customers, this means replacing legacy systems like IBM mainframes, migrating their SAP instances to the cloud, and rearchitecting their operating model and processes to complete the transformation to S/4HANA.

Moving to the Cloud with Confidence

q.beyond has assisted in completing numerous migrations for customers with sizable SAP implementations. In one example, the customer had an existing vSphere environment with 100+ VMs in production and needed to migrate these VMs to q.beyond's shared Virtual Private Cloud (VPC) environment during a short weekend service window.

Using VMware's Cloud Director Availability solution, q.beyond worked with the service provider to deploy a vSphere plug-in into the customer's on-prem environment within the service provider environment, and set up replication to an endpoint in q.beyond's Virtual Private Cloud (VPC) environment. They used VMware Cloud Director Availability to migrate the existing VMs, and recreate the VMs in q.beyond's VPC, and then decommission the on-prem environment on the service provider side. They performed an automated cleanup of the systems and made it compliant to q.beyond's baseline configuration. After configuring the migration and the initial synchronization is performed, the actual migration (cutover) for each VM took less than 30 minutes. This process normally takes up to 10 weeks without VMware Cloud Director Availability.

"One main advantage of VMware Cloud Director Availability is the ability to do a windows-based takeover of existing services without reinstalling the application. The usual operational standard requires the creation of a new domain with new installed windows services and reinstalling the application," added Thomas Schenk, q.beyond's Department Infrastructure Lead. "The former procedure can sometimes require up to 10 weeks for a single application service which is an enormous service impact."

q.beyond's virtual private cloud, powered by VMware Cloud Director, offers a variety of consumption and deployment options:

- **Shared public cloud**, with resource provisioning by node, CPU, or RAM
- **Private cloud**, by host
- **Local edge cloud** for geo-local requirements
- **Private node** option for very sensitive workloads
- **Private installation**, giving customers their own Cloud Director instance
- **Accelerated, low-risk migrations** without workload changes or application rewrites

At a Glance

- Has multiple data center locations, with two data centers in Hamburg, and one in Southern Germany

- Data center certifications include ISO 27001 and PCI DSS certification

- Offers GDPR-compliant environments and solutions

- Powered by renewable energy (DIN EN 16247-1 certified)

- 1,500 customers with 80% using VMware services

- ~2000 VMs running under VMware Cloud Director management

VMware Products Deployed

- VMware Cloud Director

- VMware Cloud Director Availability

- VMware NSX-T

- VMware Aria Operations

What's to Come

- New services based on VMware security and networking capabilities

- VMware Cloud Provider Lifecycle Manager automation

- VMware Cloud Director Availability Disaster Recovery Cloud-to-Cloud

Learn more:

www.qbeyond.de/en/

The Unique Characteristics of q.beyond's Service Offerings

q.beyond has extensive experience in all environments and is a comprehensive outsourcing partner that offers a range of services, including consulting, development, and operations for Managed OS Systems such as Windows and Unix in supported versions. Its customers receive customized solutions at every stage of their digital transformation journey.

- **Cloud:** holistic cloud solutions in the private, public, or hybrid cloud
- **SAP S/4HANA:** simplified transformation – customized migration processes for an easy transition to SAP S/4HANA
- **Digital Workplace:** modern digital workplace environment designed for fast deployment – everywhere and for every end-user device
- **Cybersecurity:** holistic security concepts for enduring all-round protection of all vulnerable areas
- **Software Development:** individual mobile applications and web applications to solve challenges, to which there is no standard answer
- **Data Intelligence:** customized solutions for improving business processes and analyzing cross-system data

Tailored Cloud Solutions for SMBs

q.beyond dedicates 6,500 square meters to their virtual private cloud solutions in order to provide highly available, largely standardized services, from digital workplaces to SAP landscapes. q.beyond services span across cloud, SAP, Microsoft, and software development. q.beyond is a Microsoft and SAP partner and a member of partner programs such as Microsoft Cloud Partner Program (MCPP), Embrace and SAP Datacenter Migration Sprint. Their mission is to help medium-sized companies from the retail, industrial and logistic sector to leverage the full potential of digitalization.

A Future to Look Forward To

q.beyond is excited about their near and long-term goals with VMware:

- By 2025, q.beyond intends to generate around 50% of its revenue with its expertise in SAP, Microsoft and customized software solutions ("custom code"). The other half will be contributed by operations, with key focuses here on hybrid cloud solutions, combining resources at proprietary data centers with those at public cloud providers, and application operations.

- In the future, q.beyond will market its services via two channels. It will supplement its existing direct sales with an indirect sales channel. Today, partners such as Telekom Deutschland and Vodafone already market a standardized portfolio of services and use q.beyond's own highly scalable platform to this end.

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