



Business challenge

To simplify multiline mobility engagement, Movius sought a trusted cloud provider with enterprise-grade scalability and security.

Transformation

With IBM® Cloud™ infrastructure and the Veeam on IBM Cloud backup and restore service, Movius helps global enterprises deliver better engagement for end-customers by providing a security-rich corporate number to an employee's smartphone that separates business calls and text messages from personal.



Amit Modi
Chief Product and
Technology Officer
Movius

Results

Boosts agility

with IBM Cloud platform capabilities supporting fast, highly consistent deployment across locations

Strengthens focus

on business-critical needs with cloud infrastructure expertise from IBM

Supports availability

and helps enterprises address regulatory requirements with the Veeam service

Movius

Going global on the IBM public cloud

Movius is the leading global provider of cloud-based, secure and compliant mobile communications software, helping enterprises deliver better engagement for its customers. The company's flagship product—MultiLine—lets companies add a secure corporate number to an employee's smartphone to separate business calls and text messages from personal. Founded in 2007 and headquartered in Atlanta, Georgia, Movius is the platform of choice for the world's leading mobile carriers, including Sprint, Telstra and Telefónica.

“Leveraging IBM Cloud allows us to really focus on what we're good at and what we need to in order to deliver a successful service.”

—Amit Modi, Chief Product and Technology Officer, Movius

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Bringing multiline mobility to the enterprise

People are more dependent on their phones than ever, using them for both personal and professional purposes. The line between personal and professional has become hazy, and with current regulations, organizations are increasingly aware of the need to separate these two devices. To meet the growing demand for clear delineation of personal and professional use, Movius set out to create a sophisticated multiline service for employees' smartphones. Adding a secure corporate phone number to an existing personal device, the Movius MultiLine Solution allows employees to separate business calls and text messages from personal.

Delivering the service to an international enterprise audience required Movius to team with leading telecommunications carriers worldwide. To position its business for rapid, seamless growth, the company wanted to shift from an on-premises IT infrastructure to a cloud platform with far-reaching data center presence and powerful bare metal server technology. Additionally, Movius needed robust backup and restore capabilities to support its enterprise customers in complying with industry regulations for voice and text messaging data retention.

Going global on an IBM Cloud platform

While evaluating a cloud platform partner, Movius found that IBM stood out because it fulfilled key criteria for the company. One was a platform designed for high availability, as that is essential for real-time telecommunication services, geographic points of presence, very deeply embedded security and a set of services that Movius could build upon.

"Everyone talks about the scalability of the cloud, but to be able to scale at a component level, add and remove resources as needed, add more services, whether they are compute, storage or other pieces, and deploy geographically—we could bring something like that to bear only with the infrastructure in the partnership we have with IBM," says Amit Modi, Chief Product and Technology Officer at Movius.

To team with telecommunications companies in rapidly rolling out its multiline service, Movius created a repeatable deployment plan for fast, seamless implementation in IBM Cloud data centers worldwide. The company runs its telephony application in self-managed VMware environments hosted on an IBM Cloud bare metal server infrastructure in Dallas, Texas; Mexico City, Mexico; London, England; and Sydney, Australia. Movius plans to

provision additional disaster recovery infrastructure in Washington, DC, and Singapore.

The Veeam service delivers Cloud Data Management capabilities, helping the company support data availability, meet industry-specific data retention compliance requirements and optimize its business continuity and disaster recovery (BCDR) strategy. The Veeam solution also helps Movius save USD 75,000 in data protection costs each year.

To help ensure the resiliency and optimization of its MultiLine service, Movius chose the IBM Cloud Internet Services (CIS) solution, a set of edge network services. In addition to optimizing and supporting ongoing availability of web applications, the CIS solution secures internet-facing applications from distributed denial of service (DDoS) attacks, data theft and bot attacks.

Gaining agility and driving continued expansion

The IBM Cloud solution provides the scalable global hosting platform Movius needs for quick, agile delivery of its innovative offering. "With IBM Cloud, we have a highly consistent deployment that's easily implementable across locations," says Modi. "We have a very mature cloud platform with a documented set of capabilities, and we can

provision compute, network and storage resources in a matter of minutes."

And with the Veeam service, Movius strengthens and standardizes its backup and restore functionality across a continually expanding infrastructure. In addition to helping enterprise customers address diverse regulatory requirements, the Veeam solution supports greater availability and resiliency for the company's cornerstone service offering.

With the simple HyperText Transfer Protocol (HTTP) page checks and fast failover functionality available with the CIS solution, Movius can help ensure that customers experience no downtime in the event of a front-end or back-end service failure at one of its sites.

IBM's expertise and well-established reputation as a trusted infrastructure provider help Movius focus on its business-critical needs and offer a compelling value proposition to potential customers. "We're not in the data center business; we're in the business of connecting people," explains Modi. "Leveraging IBM Cloud allows us to really focus on what we're good at and what we need to in order to deliver a successful service. And it gives us credibility as we go to market and talk to enterprise customers."

Powered by IBM Cloud technology and supported by the larger IBM network of expert technology service providers, Movius anticipates continued business growth and global expansion. “We have to deliver real-time communications and a business-critical service,” says Modi. “We needed an infrastructure that is scalable, that is reliable, that is forward-looking and that comes with a set of services that are essential for us to deliver our solution. And that’s really what we found with the IBM partnership.”

Solution components

- IBM® Cloud™
- IBM Cloud Infrastructure as a Service
- IBM Cloud Internet Services
- Veeam on IBM Cloud

Take the next step

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