Business challenge
To grow its new managed services business, Oxford Networks aimed to give customers access to the latest cloud solutions. How could it keep up with changing expectations, and keep costs competitive?

Transformation
Underpinning its new cloud offerings with IBM® POWER8® processor-based technology helps Oxford Networks attract and retain customers with enterprise-level services at a competitive price point.

Alan Marblestone
Director of Product Management, Oxford Networks

Business benefits

Offers
customers access to a cutting-edge platform at a competitive price

Fuels
growth, helping the company to expand into new markets

Boosts
competitiveness with a full-service offering in the cloud

Oxford Networks

Bringing enterprise-class managed cloud services to customers at a competitive price

Oxford Networks is an award-winning technology solutions provider based in Maine, United States. With a fiber optic network backbone and high-security data centers, Oxford Networks provides end-to-end technology solutions, including managed IT, data center services, internet and voice services.

"IBM Power Systems ticks all the boxes—enterprise-class performance, reliability and availability."

—Alan Marblestone, Director of Product Management, Oxford Networks.

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Bringing exceptional service to the cloud

Founded in 1900 as a local telephone company, Oxford Networks has grown into a full-service technology solutions provider, and is continuously evolving its offerings to keep up with changing trends and customer expectations. Most recently, this focus on innovation led the company to launch a new managed services business, built around a reliable, flexible cloud environment.

Customers have been keen to take advantage of the company's latest offerings—and to keep its cloud services business growing to new heights,

it is crucial for Oxford Networks to continue investing in cutting-edge technology solutions.

Alan Marblestone, Director of Product Management at Oxford Networks, elaborates: "As the cloud model matures, the ability to offer prospective managed services clients access to the latest and greatest IBM Power Systems™ technology can be a key competitive differentiator. This is especially important for small- and medium-sized companies, many of which simply cannot afford the capital cost of deploying their own enterprise-class server platform."

Meeting every customer's requirements

To keep its service offerings ahead of the game, Oxford Networks continually invests in leading technology solutions. This includes the latest IBM POWER8 servers, which support IBM AIX®, IBM i and Linux operating systems and serve as one of the company's strategic hardware platforms.

Alan Marblestone comments: "As a managed services provider [MSP], IBM Power Systems ticks all the

boxes—we get enterprise-class performance, reliability and availability all in a single, easy-to-manage platform.

"And thanks to economies of scale in the cloud, we can make these capabilities accessible to all of our customers, no matter how big or small. Customers can opt for a hosted environment that is as small as 1/20th of a POWER8 processor core. When you consider that an on-premises system requires investing in a minimum of two cores, this is a very attractive proposition for smaller customers."

High availability for critical systems

Oxford Networks offers managed business continuity and disaster recovery services—helping customers keep key applications up and running, no matter what.

"A large portion of our high availability and disaster recovery environments run on Power Systems servers, which offer rock-solid reliability," says Alan Marblestone. "Customers get an extra layer of protection by moving their environment off-site, and can take advantage of our state-of-the-art data replication and recovery capabilities, while freeing themselves from the expense and effort of managing it all."

Joining forces to deliver better client value

By partnering with technology companies such as IBM, Oxford Networks has built up a powerful partner ecosystem that helps it deliver optimal results for customers.

"It takes a thriving ecosystem to give customers the most beneficial solutions at the best price. The close relationships that we have built with IBM and other channel partners help us bring the very best in IT to customers, helping them run more successful businesses. It also opens up a wider market for our partners and ourselves—a win-win situation for everyone involved!"

With IBM Power Systems forming a key part of its cloud hosting infrastructure, Oxford Networks has the reliable, flexible platform it needs to stay ahead in a fiercely competitive industry.

Alan Marblestone concludes: "IBM Power Systems and the OpenPOWER Foundation are working together to develop new technologies based on the POWER8 processor-based technology, and we value this commitment to innovation. It gives us a great deal of confidence to know that IBM is dedicated to advancing and improving the platform, as it gives us the opportunity to bring cutting-edge technology within easy reach of our customers—helping them run better businesses and giving Oxford Networks an edge on the competition."

Solution components

- IBM® AIX®
- IBM i
- IBM Power System™ S824

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To learn more about IBM Power Systems, please contact your IBM representative or IBM Business Partner, or visit the following website: **ibm.com**/power

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