

Focus Telecom Polska

SoftLayer technology drives global expansion and speeds time to market by 30 percent

Overview

The need

With plans to target new international markets, Focus Telecom Polska needed flexible, high-performance cloud infrastructure and strategic guidance from a well-established global cloud provider.

The solution

Based on a feasibility study and proof of concept provided by an IBM Cloud Advisory Services team, the company provisioned a SoftLayer® hosting environment to extend its offerings worldwide.

The benefit

In addition to expanding its business internationally with the SoftLayer solution, Focus Telecom Polska accelerated time to market by 30 percent and drove down costs by 20 percent.

Established in 2008 and located in Warsaw, Poland, Focus Telecom Polska offers a portfolio of cloud-based call center, CRM, interactive voice response (IVR) and public branch exchange solutions. The business serves a wide range of corporate customers, including companies in the construction, financial, IT and utilities sectors.

Seeking strategy and high-performance cloud

Focus Telecom Polska relied on its own private cloud environment to host and deliver its communications solutions, but with plans to target new international markets, the company needed a more flexible cloud infrastructure. To support its expansion efforts, the organization sought a cloud platform with data center locations worldwide and low-latency network connectivity. In addition, to determine the most effective way to extend its business internationally, Focus Telecom Polska needed strategic guidance from a well-established global cloud provider and IT leader.

In addition to offering high-performance SoftLayer hosting infrastructure, IBM guided Focus Telecom Polska in planning its business expansion to new international markets. “IBM provided the strategic advisory services and high-performance cloud technology we needed to drive our global expansion plans forward,” says Focus Telecom Polska sales director Tomasz Paprocki.



Driving growth with a SoftLayer platform

Focus Telecom Polska evaluated several leading cloud solutions, including Amazon Web Services, RackSpace and SoftLayer platforms. To demonstrate the SoftLayer technology's capabilities, an IBM Cloud Advisory Services team designed a proof of concept (POC) with SoftLayer bare metal servers and OSNEXUS QuantaStor Software Defined Storage (SDS) components. The team also performed a feasibility study to assess Focus Telecom Polska's existing IT environment and provide a cloud computing strategy to support its expansion plans.

Impressed by the SoftLayer platform's performance, Focus Telecom Polska provisioned bare metal server infrastructure in SoftLayer data centers in Germany and the United States to launch its offerings for a new global audience.

Cutting costs and speeding time to market

With easy-to-provision SoftLayer cloud technology, Focus Telecom Polska eliminated its lengthy process for procuring and installing infrastructure, accelerating time to market by 30 percent. In addition, with the SoftLayer platform's usage-based pricing model, the company provisions and pays for only the infrastructure it needs, driving down costs by 20 percent. And finally, with the SoftLayer solution's application programming interface (API) functionality, Focus Telecom Polska automates tasks and saves administrative hours.

"IBM provided the strategic advisory services and high-performance cloud technology we needed to drive our global expansion plans forward," says Focus Telecom Polska sales director Tomasz Paprocki.

Solution components

Services

- SoftLayer®
- IBM Cloud Advisory Services

For more information

To learn more about IBM Cloud computing solutions, please contact your IBM marketing representative or IBM Business Partner, or visit the following website: ibm.com/cloud-computing



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