

Transitional Data Services

SoftLayer® Customer Success Story

Contact Us
866.398.7638
214.442.0602
softlayer.com

Who They Are

Transitional Data Services is an IT services company that has provisioned, transitioned, and managed more than 1 million square feet of IT data center space for companies including Kayak.com, John Hancock, Boston Red Sox, Liberty Mutual, Pioneer Electronics, and many other companies of all sizes.

The company operates across North America and specializes in application migrations to the hybrid enterprise data center—the converged environment of conventional, virtual, cloud, and SaaS infrastructure. TDS related services include:

- **TDS Cost-to-Compute**—Comprehensive evaluation of the true cost of computing for physical, virtual, and cloud deployments for specific IT requirements and resources
- **TDS Application Benchmarking**—Services to evaluate critical performance factors and to verify post migration performance against the pre-move baseline
- **TDS Platform Selection**—Assistance in selecting the optimal mix of physical, colocation, SaaS, and Cloud for an application and infrastructure environment
- **TDS Environment Migrations**—Execution of infrastructure migrations including all combinations of data, physical, virtual, and cloud services (i.e. P2P, P2V, V2V, P2C, V2C, C2C)
- **TDS Technical Operations**—Ongoing assurance of end-to-end application availability in physical, virtual, cloud, SaaS, and hybrid deployments. Includes unified monitoring of the mixed environment and 24/7 technical operations support
- **TDS Enterprise Software**—Assessments and deployments of enterprise application software including MRP, SCM, accounting, finance, ecommerce, Web, and more

TDS is a frequent contributor to CIO.com, *InformationWeek*, and other leading technology publications for their insight and leadership in Hybrid Enterprise Computing.

Transitional Data Services — At A Glance

Company

Transitional Data Services (TDS)

Location

Hopkinton, MA

URL

transitionaldata.com

Industry

IT Services and Consulting

Profile

TDS is an IT consulting and services provider that helps businesses improve efficiency and quality of service from IT.

Challenge

TDS was looking for a hosting option that could support a mixed environment of cloud, conventional, and virtual services to provide more flexibility and agility in deploying their client applications.

Solution

Joined the SoftLayer® Referral Partner Program to collaborate in providing innovative provisioning approaches to mutual customers. Together, the TDS and SoftLayer team provides full application provisioning, deployment, migration, optimization, and monitoring in this hybrid data center environment.

■ Challenge

IT organizations are being constantly squeezed by seemingly incompatible objectives: improve operating efficiencies and embrace cloud computing while assuring application-level quality of service for the entire computing environment.

What has emerged is that the conventional views of the data center represented by physical space, critical infrastructure, and IT gear no longer provide an effective view of the enterprise computing environment. With the adoption of virtualization, SaaS, and cloud computing, there has been a transformation to a hybrid computing model that presents both opportunities and challenges to the IT organization.

TDS is constantly evaluating emerging trends and services on behalf of their clients to identify those that offer proven ROI, improved maintainability, and long term value. The TDS role goes well beyond strategy and advisory services as the company works hand-in-hand with its clients through the deployment phase and continues to assure ongoing operations meet requirements. This holistic, end-to-end approach allows TDS to bring real world perspective and pragmatic solutions to its clients.

Knowing that deployment decisions can be highly application dependent, TDS sought out alternatives that could support rapid provisioning in conventional, virtual, and cloud environments. Further, the optimal environment would need to provide ongoing flexibility so the application deployment could be adjusted over time based on both predictable and potentially disruptive growth factors.

■ Solution and Results

After an analysis and benchmarking process for its clients, TDS selected SoftLayer hosting and cloud services to assist customers with hybrid enterprise deployments. TDS also joined the SoftLayer Referral Partner Program, with the following features and benefits:

- No fees, annual commitments, nor minimum length of referred account allows TDS to remain flexible and independent
- Easy-to-use, online portals to collaborate from early stages with customers through deployment and operations
- Aggressively priced services for TDS's customers, with the flexibility to deploy dedicated, cloud, managed, or hybrid hosting
- Dedicated team of professionals to assist throughout the customer engagement and evaluation process

"Partners like TDS are exactly who we had in mind when we put this program together and as we continue to expand it," says Drew Jenkins, Director of Channel Sales for SoftLayer. "If you are a consultant, systems integrator, application developer, or the like, you are in the business of providing your customers with optimal solutions. Sometimes you can provide that service, other times it makes more sense to leverage partner relationships—either way, you are helping your customers achieve their goals. Our program is structured in a way that makes it extremely easy for our partners to add additional value for their customers. It allows our partners to offer a variety of cloud hosting services without being in the hosting business."

Contact Us
866.398.7638
214.442.0602
softlayer.com

As a SoftLayer customer itself, TDS knew firsthand the advantages that SoftLayer brings the marketplace, and that it could refer clients and leads to SoftLayer with confidence.

“Most technology vendors don’t keep pace with IT innovation and change. But our clients are moving fast toward the newest, best performing technologies, including cloud-based solutions for everything from data storage to hosted applications,” says Steve Gunderson, VP of Sales and Marketing for TDS. “In many cases, SoftLayer is perfect for them. They nail their niche and offer best-in-class automation, reliability, and infrastructure performance.”

For more information on the SoftLayer Referral Partner Program, please contact Drew Jenkins, Director of Channel Sales at djenkins@softlayer.com or 281.714.3103, or visit softlayer.com/partners/referral.

■ About SoftLayer

Headquartered in Dallas, SoftLayer is the innovation leader in on-demand Web hosting and data center services. As the largest hosting company in the world, SoftLayer lets customers create Cloud, Dedicated, Managed, or seamlessly integrated computing environments, leveraging world-class data centers in Dallas, Houston, San Jose, Seattle, Washington DC, and network Points of Presence nationwide. SoftLayer automates all elements of its platform, empowering enterprises of any size with complete control, security, scalability, and ease-of-management via a leading Customer Portal and Open API. The company’s proprietary offerings include the industry’s first Network-Within-a-Network topology for true out-of-band access, providing remote access to all management options.

SoftLayer’s Referral Partner Program rewards partners for referring them new business. By partnering with SoftLayer, application developers, MSPs, SI’s, technology consultants, etc. can add value to their customers by providing them with access to a fully integrated suite of hosting solutions, while earning monthly recurring commission payments for doing so.

There are several benefits SoftLayer offers its partners which help differentiate their program, such as paying commissions for the life of referred customers, and making upgrades eligible for commissions. They also compensate partners for referring us month-to-month deals. Furthermore, they released a partner portal which, among other things, allows its partners to track their commission payments. Finally, they automated the process from end to end—including application, sign up, referral submission, opportunity management, and payment of monthly commissions.