

# Case Studies

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## Cost Efficiencies

## Streamlining Costs in the Cloud: One Company's Telecom Transformation

### Case study by Ken Davis

**Challenge:** A major car rental company needed to cut costs. Several on-premises mainframe applications generated high traffic but low revenue. Moving this traffic to the cloud was the goal, but achieving compliance, flexibility across multiple providers, and a tight 6-month deadline posed significant challenges.

**Solution:** The team evaluated solutions and chose the Equinix Cloud Exchange service. They recognized the urgency and meticulously planned to ensure a successful, on-time implementation.

#### Key Actions:

- **Network Extension:** The company extended its private network to Equinix data centers in Ashburn, VA and, later, Dallas, TX.
- **Seamless Cloud Connectivity:** Equinix's Cloud Exchange fabric provides seamless connections to multiple cloud providers. This eliminated the need for separate connections, simplifying operations and increasing flexibility.
- **Proactive Problem-Solving:** The team anticipated potential roadblocks. They:
  - ⇒ **Expedited Contracts:** Existing partnerships with Verizon, their primary WAN outsourcer, were leveraged. Equinix services were swiftly incorporated into the existing contract, avoiding delays in contract negotiations.
  - ⇒ **Fast-Tracked Provisioning:** Provisioning of WAN circuits, routers, switches, and firewalls was expedited to minimize lead times and ensure timely project completion.

#### Results:

- **Dramatic Cost Savings:** The Equinix Cloud Exchange solution yielded annual savings exceeding \$4 million, primarily due to reduced mainframe MIPS usage.
- **Enhanced Agility:** The company successfully migrated its web presence to the cloud, gaining agility and scalability.
- **On-Time, On-Budget Delivery:** Despite tight deadlines and provisioning challenges, the project was completed on schedule and within budget. Proactive measures and diligent execution were key to overcoming obstacles and delivering results.

*"The team recognized the urgency and meticulously planned to ensure a successful, on-time implementation."*

Senior Manager, IT Services



## Conclusion:

This case study demonstrates the power of strategic planning, meticulous execution, and proactive problem-solving in telecom transformation. By leveraging Equinix Cloud Exchange and adopting a diligent approach, the car rental company achieved significant cost savings and built a more agile cloud infrastructure. This project exemplifies the value of collaboration, adaptability, and diligence in driving cost efficiency and operational excellence.

**Impressive Results:** The results were nothing short of remarkable:

- Proactive Problem-Solving:** Anticipating potential roadblocks, the team expedited contracts and provisioning to ensure timely project completion.
- Dramatic Cost Savings:** The move to the cloud resulted in annual savings exceeding \$4 million, primarily through reduced mainframe MIPS usage.
- Enhanced Agility:** Successfully migrating its web presence to the cloud, the company gained much-needed agility and scalability.
- On-Time Delivery:** Despite the tight deadline and challenges, the project was completed on schedule and within budget, thanks to proactive planning and execution.

**Why This Matters:** When considering a similar transformation, this case study underscores the importance of strategic planning, meticulous execution, and proactive problem-solving in achieving telecom transformation goals.

**Learn More:** To delve deeper into this telecom transformation journey and discover how MTMG can guide your company to similar success, contact for a free consultation. Explore how strategic planning and diligent execution can lead to significant cost savings and operational improvements.

**OVER  
\$4 MILLION  
IN SAVINGS**