

# Unleashing the Power of One using cloud management built with service providers in mind



Exponential-e is a rapidly growing, British cloud and connectivity provider that delivers super-fast, low-latency connectivity, resilient cloud solutions and world-class managed services over its powerful 100GigE network. By staying true to its motto, “Your cloud is only as good as your network,” the company has earned a 96 percent satisfaction rating as a trusted partner and innovator from its more than 3000 clients spread across the United Kingdom and Europe.

## CHALLENGE - THE HYBRID CLOUD CONUNDRUM

Exponential-e’s development teams were constantly on the lookout for solutions that could help their clients maximize their IT infrastructures, while at the same time, help Exponential-e differentiate itself from the competition. Along the way, they uncovered three fundamental pain points surrounding cloud adoption:

*“By integrating all of our services and technology providers onto a single platform fueled by Morpheus Data’s orchestration and management feature set, resources are now available where and when clients need them most.”*

- Jonathan Bridges, CIO

1. **Data management** remains a costly and increasingly sophisticated challenge for most organizations. Even with cloud data replication services, users are frustrated with their inability to allocate resources where and when they need them most
2. Most clients use **more than one cloud service provider**. However, the more providers they add to their hybrid environments, the harder it is to ensure data transparency and visibility across an entire business landscape. Plus, more cloud providers mean less client control
3. **Cloud expansion** internationally - in a ubiquitous manner - is nearly impossible. Instead of finding a cloud service provider with an equally strong presence in every region of the world, companies are instead realizing that both the large hyper-scalers and the regional providers offer only pockets of geographical domination

Exponential-e had reached a fork in the road. Either it continued providing the same cloud services in the same fashion in a race that ultimately led to zero revenue, or it could force a disruption in the cloud marketplace. The company knew what it had to do and exactly how to do it: deliver customers an integrated platform that unified multi-cloud environments from a single interface - a platform with oversight over any application on any cloud using any development platform - that would “exponentially” address its clients (and its own) greatest pain points.

## SOLUTION - HARNESSING THE POWER OF ONE

Exponential-e evaluated many technology providers hoping to find a true partner that could help it integrate and deliver a powerful set of tools to better serve its clients, as well as meet its own business needs. After an extensive vendor search, Exponential-e selected Morpheus Data and its unified cloud management and orchestration platform, including automation, governance and analytics capabilities.

Together, the two companies collaborated on a single, integrated cloud management offering hosted by Exponential-e and based on the Morpheus CMP. It's an enterprise IT command center providing Exponential-e with a new service offering and providing game-changing modernization for their clients.

The CMP for the first time, enables clients to benefit from the simplicity of one cloud interface, integrated with the rest of Exponential-e's portfolio, that controls all things cloud. Exponential-e's centralized model unifies cloud management regardless of the cloud provider, the environment, geography or application.



The question customers were asking themselves was *“How do you get the best of both worlds: the simplicity of a single service provider and the flexibility to choose best-of-breed for your business needs?”*

**Exponential-e can now deliver them the answer with:**

- One service and provisioning model for all apps and clouds
- One central bill no matter the cloud services or providers chosen
- One interface to deploy, manage, migrate and replicate across clouds
- One analytics engine to optimize spend, performance, SLAs and more
- One role-based access control plane for governance and compliance

## EXPERTS AGREE - IMMEDIACY, VISIBILITY AND CONTROL FOR CLIENTS

In a recent note published by 451 Research, they highlighted that the platform “enables customers to connect their existing private cloud services with public clouds, and provides centralized billing, migration and replication, analytics and optimization, as well as integration with Zerto and ServiceNow.”



**451 Research went on to acknowledge that the Morpheus-based platform offers clients:**

- Freedom to choose the right combination of cloud providers and services for the best value
- Convenience of signing one contract with Exponential-e instead of multiple contracts and SLAs
- Ability to utilize a single interface to manage any cloud asset – no matter the cloud provider or platform
- Flexibility to deploy, allocate and migrate resources across platforms
- Access to a self-service environment that puts control back into the hands of customers
- Greater strategic opportunity for re-sale partners already working with Exponential-e

*That's the Power of One we're harnessing for our customers,” says Jonathan Bridges, CIO at Exponential-e. “We're always striving for ways to provide large scale transformation for our clients. One size will never fit all, but the ability to provide 360° visibility across an entire cloud portfolio under a single interface gives clients a huge efficiency benefit and strategic differentiation.”*



## ADVISE AND INSIGHT - MORPHEUS FOR SERVICE PROVIDERS

*“The reasons we selected Morpheus are simple: they’re nimble and growing aggressively; but just as importantly, they’re a stable company that is eager to partner with us for the long term.”*

- Jonathan Bridges, CIO

Having launched the Exponential-e CMP in Q3 of 2018, the firm is looking forward to rolling it out to both new and existing clients. Considering a cloud orchestration and management tool for your environment? Jonathan Bridges, advises peers to think exponentially. *“We’re constantly reminding our clients that hybrid IT is the new norm. Even if you have a dominant hypervisor such as VMware or a replication tool such as Zerto, how do you plan to leverage it across platforms? Our advice is to focus on accessibility and usage of those mixed platforms. See where your focus is today and move toward services that minimize dependencies tomorrow.”*

### Benefits that Exponential-e has found with Morpheus include:

- **SPEED:** Morpheus and Exponential-e “co-engineered” alongside each other in two-week sprints to meet critical deadlines. That pace was evident when the company decided to rapidly integrate Zerto. Team members assembled quickly from each company and delivered the functionality in under 60 days.
- **AGILITY:** Exponential-e sought a tool that as flexible and agile as itself to stay competitive. Morpheus proved to be lean, collaborative and above-all, agile. Case in point, Morpheus constantly assesses customer requirements and provides detailed time lines for new API integration.
- **PARTNERSHIP:** Exponential-e sought a dedicated business partner – not just another technology vendor – with which it could jointly develop features, incubate ideas and continually expand its service offerings, while focusing on the same client-centric values as its own.

Learn more at [www.morpheusdata.com](http://www.morpheusdata.com)

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