



Case Study:
Fundamentals

Meet Our Partner

Fundamentals is an experienced IaaS provider in the Netherlands that believes the perfect cloud can be created for everyone.

Built on VMware's vCloud Director, and incorporating a full suite of cloud services including disaster recovery and backup, the provide customers the building blocks for IaaS in the cloud, and then let customers create a cloud based on individual requirements. With four datacenters located throughout the Netherlands, customers can also choose the physical location for their cloud.

Why IaaS? Fundamentals CEO Larik-Jan Verschuren says that early on they recognized the tremendous market opportunity arising from enterprises moving to the cloud. The team had the right set of skills to make it happen, and today they are a leading provider of IaaS cloud services in the Netherlands.

Fundamentals Puts the Customer in Control

Larik-Jan explains that Fundamentals has taken great care to structure a cloud environment that offers customers the ability to self-manage much of their daily operations in the cloud. Not only does this model acknowledge that customers require the ability to control at least part of their cloud, it also allows Fundamentals to stay focused on maintaining a stable, reliable and advanced cloud infrastructure.

Offering such a model for customers does mean having to provide them with the right toolset to easily manage their cloud. Again, Fundamentals understands this very well and is always looking for technology that helps them deliver the best possible customer experience.

FUNDAMENTALS

cloud infrastructure

Profile:

Fundamentals is an IaaS cloud provider in the Netherlands.

Situation:

Fundamentals believes in giving clients control over their cloud, and were seeking a way to improve the client and partner experience with vCloud Director, as well as wanting a platform to increase efficiency.

Solution:

Fundamentals discovered that AirSembly not only simplified the cloud for clients, it also made it easier for clients to order new services and manage their individual cloud environments.

Benefits:

- Simplified the complexity of vCloud Director so clients and partners could easily manage their clouds.
- Reduced support requests and saved hiring of a new support person.
- Provided MSP partners a turnkey white-labeled storefront and an easy way to resell cloud services.

Introduction to AirSembly

When Fundaments first discovered AirSembly, they initially thought it would serve as a UI into vCloud Director. However, through working with the AirVM team, they realized that AirSembly could in fact become much more.

Today it serves as the product delivery engine for Fundaments' most popular products, the marketplace from which their MSP partners resell cloud services, and for clients it is both a marketplace and management console that provides much of the self-management functionality.

Fundaments recognized the flexibility of AirSembly and realized its potential to go from UI to complete cloud management.

Simplifying the Cloud

According to Larik-Jan, Fundaments has seen many positive changes in AirSembly over time, starting with the GUI that was introduced in AirSembly 2.0. He tells us this changes made it very easy for his team, MSP partners and clients to navigate through and perform tasks.

A perfect example to highlight how AirSembly has simplified the cloud experience is in the onboarding of new clients or partners. "Before AirSembly was in place we would run seminars for new clients to train them on the basics of vCloud Director," said Larik-Jan. "AirSembly is less complex, so we no longer need to do that. Clients quickly learn to manage their cloud through the platform."

Scaling Through MSP Partners

Fundaments understands the value of having strong channel partners for business growth. Providing value back to partners is also important, and AirSembly helps Fundaments deliver through a fully white labeled storefront, complete with products all set up for sale.

This allows MSPs to brand the UI before selling to their customers, and once that's completed everything else is in place for them to begin reselling cloud services.

"AirSembly is less complex, so clients quickly learn to manage their cloud through the platform."

- Larik-Jan Verschuren,
CEO, Fundaments

Offering a quick and easy path to market through AirSembly is one way Fundaments delivers value back to their partners.

Delivering Transparency

Client like being able to view their usage and costs in real-time simply by logging into AirSembly. As Larik-Jan puts it, AirSembly helps answer the “what does my bill look like” question, which saves plenty of time for finance and makes billing much easier for all.

Transparency has also proved valuable when clients are ordering new services. For example, when ordering a VM, customers can adjust the VMs configuration using sliders, and automatically see what effect it has on the overall cost.

Having a clear financial picture means there are no surprises when the billing cycle ends.

Efficiency Brings Cost Savings

The self-management capabilities have meant a significant reduction in support requests, allowing the Fundaments team to grow their business without needing to hire additional employees. To date, having AirSembly in place has saved Fundaments from having to hire an additional support person, and Larik-Jan anticipates even greater savings as they grow.

Conclusion

Fundaments quickly understood the value of AirSembly for their partners and clients. They've built their IaaS cloud business on the ability to enable partners and clients to do business, and AirSembly fits well within that model.

Fundaments has been an excellent partner for AirVM, and over time have provided us with some valuable feedback on platform features. We look forward to continuing our partnership for a long time to come.

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Not an AirVM Customer?

If you'd like to see how AirSembly can reduce support requests and deliver your cloud services more efficiently as you grow, then we invite you to get in touch with us today!