

At a Glance

Vitals

Annual Revenue \$1B+

Employees 1,500

HQ Sterling, VA

NYSE NSR

Technology

Virtualization VMware,
AWS, Openstack

Configuration

Management Chef

Ticketing ServiceNow

IP Management Infoblox

Monitoring Check_MK

VMs 10,000+

CloudBolt Creates Elastic Cloud for Neustar

Neustar, Inc. is a provider of real-time information and analysis. The company operates in three segments: carrier services, enterprise services and information services. The company combines data sets to develop algorithms, models, point solutions and complete workflow solutions.

Challenge

Neustar relied on an internally developed provisioning platform to build resources in a new state-of-the-art datacenter. With other more critical priorities, Neustar administrators were unable to allocate the time needed to extend and maintain the system. IT began to rely on AWS more and more to meet the service delivery demands of their customers. This resulted in a hefty AWS bill and an expensive datacenter being underutilized. Neustar needed a solution that would better leverage the existing capital investment and deliver services to their customers in a timely and simple manner. Specifically, an "AWS-like" experience combined with the necessary visibility and control of costs and assets.

Solution

IT as a Service Broker

Prior to CloudBolt, Neustar relied on AWS as the service broker. With CloudBolt, Neustar's Core Services team became equipped with the resources to be the "broker" of IT resources; regardless if the resources are in VMware or AWS. The ordering form for any VM has become standardized and run through IT, service delivery speed was met, and Core Services has a holistic view to who owns it, where it is deployed, when it expires, and how much it cost.

Faster Response and Execution Through Automation and Integrations

CloudBolt's orchestration hooks enabled Neustar to tightly integrate with existing workflow components. For example, Infoblox was configured within CloudBolt for IP address management during provisioning and modification of networks. Orchestration hooks also enabled CloudBolt to create ServiceNow tickets when provisioning requests were approved as well as update the CMDB as services were modified or deleted.

Building a Hybrid Cloud with CloudBolt Did Not Mean Starting Over

In addition to discovering Neustar's existing servers, CloudBolt connected to the Chef installation and automatically imported the available Chef recipes, cookbooks, and roles. Chef content was then ready to re-use from within CloudBolt as applications that could be added to and removed from servers.

CloudBolt and the Hybrid Cloud

There is no questioning the appeal of AWS. AWS provides instant access to resources via a user-friendly interface. No ticket submission or approval process, just compute with a click of a button. But many have come to realize there can be unintended consequences:

- Surprisingly large usage bills
- Costly internal resources that are suddenly underutilized
- A breakdown in the relationship between the business or application owner and IT
- Loss of necessary governance and control

CloudBolt enables Neustar to leverage the benefits of both public and private cloud seamlessly, minimizing external spend when internal resources can fill the need.

Benefits

With CloudBolt in place, Neustar experienced these benefits:

- ✓ Faster VM provisioning
- ✓ Single pane of glass reporting
- ✓ Service Catalog with 1-click ordering
- ✓ Visibility and control over AWS
- ✓ Lower OpEx: Reduced AWS bill by roughly \$3M annually
- ✓ Improved ROI on CapEx: Increased utilization of existing multi-million dollar data center
- ✓ Governance: Visibility into public cloud usage and cost
- ✓ Time to Value: Fully integrated with existing infrastructure and tools in 2 weeks
- ✓ Standardized IT Delivery: Operational efficiency enhanced by using a single UI to connect to Chef, ServiceNow, and Infoblox

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