

For more information about other Microsoft customer successes, please visit:

[customers.microsoft.com](http://customers.microsoft.com/Pages/Home.aspx)

**Partner:** Triple C Cloud Computing

**Website:** [www.ccc.co.il](http://www.ccc.co.il)

**Partner Size:** 100 employees

**Country or Region:** Israel

**Industry:** Hosting

**ISV Partner:** Parallels

**Website:** [www.parallels.com/sp](http://www.parallels.com/sp)

Partner Profile

Based in Petah Tikva, Israel, Triple C Cloud Computing is an Internet service provider that offers Internet, cloud computing, hosting, and disaster recovery services to businesses and individuals.

Software and Services

* Microsoft Azure
* Microsoft Azure Virtual Machines
* Microsoft Azure Virtual Networks
* Microsoft Azure Web Sites
* Microsoft Server Product Portfolio
* Windows Server 2012 R2 Datacenter
* Microsoft System Center 2012 R2
* Technologies
* Hyper-V
* Windows Azure Pack
* Services
* Microsoft Cloud Platform Suite

Hardware

* HP ProLiant DL360 servers

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | | | | | |
|  | | | | |
|  | | | |
|  | | מחשוב ענן, שרת בענן, אירוח בענן - טריפל סי |  | Israeli Hosting Provider Expands Business, Hybrid Cloud Flexibility with Collaboration |
|  |  |

“We expect to increase our revenues by up to 40 percent because of the additional services that Windows Azure Pack makes possible for us to offer.”

Ely Cohen, Chief Technology Officer, Triple C Cloud Computing

Triple C Cloud Computing is a leading hosting services provider in Israel that recently partnered with Microsoft and Parallels to offer both small business and enterprise customers multitenant services that are consistent with the Microsoft Azure platform. With these new services, Triple C plans to expand revenues by 40 percent and it can give Israeli businesses access to more flexible hybrid cloud services at lower costs.

Business Needs

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |

Triple C Cloud Computing is an Israeli Internet service provider with the largest tier-4 datacenter in the country. It used Parallels and VMware virtualization software to create a hosted private cloud infrastructure on which it provides Internet services, cloud computing services, hosting services, and disaster recovery and business continuity services. Triple C hosts Microsoft Exchange Server, Microsoft SharePoint Server, Microsoft Dynamics CRM, and many other Microsoft and non-Microsoft products for businesses that gain easy access to these products without the cost and care of managing the infrastructures themselves.

While Triple C has done remarkably well, the hosting business is extremely competitive, and the company searched for ways to lower operational costs so that even the smallest businesses could afford its services. “High VMware licensing costs meant that we could not offer our hosting services low enough for the most price-sensitive customers,” says Erez Rozenbaum, Cloud Services Manager at Triple C Cloud Computing.

Larger Triple C customers wanted more hybrid cloud flexibility—the ability to move their applications between their own datacenters, Triple C datacenters, and public cloud services such as the Microsoft Azure platform. Many used a Windows-based virtualization environment—the Windows Server operating system, Hyper-V technology, and Microsoft System Center 2012 R2 datacenter management tools.

Solution

In early 2014, Triple C Cloud Computing qualified as a member of the Microsoft Cloud OS Network, a worldwide consortium of cloud service providers that offer hybrid cloud solutions delivered from the Windows Server 2012 R2 operating system with Hyper-V, Microsoft System Center 2012 R2, and Windows Azure Pack. Windows Azure Pack is a set of technologies that service providers and corporations use to offer multitenant services (such as virtual machines, virtual networks, and websites) that are consistent with Microsoft Azure.

Triple C licenses its Microsoft software using the Microsoft Cloud Platform Suite (CPS), which allows service providers to license host and guest servers separately and gives them the flexibility to run Windows Server and Linux workloads and use one management tool—System Center 2012 R2—to manage all workloads across multiple server operating systems.

“With Windows Azure Pack and CPS licensing, we have a way to offer Azure-like services to our local market in our local language,” Rozenbaum says. “Customers can manage their systems that run in the Triple C datacenter using the same tools that they use to manage their on-premises infrastructures.”

One Triple C customer, eWave, an Israeli IT services provider, runs several core line-of-business applications for customers in the Triple C cloud, including a global inventory system and a popular travel website. “With the Triple C cloud and Windows Azure, Pack, we get Azure-class services with local support and excellent local network performance,” says Gonen Steinig, Project Manager at eWave. “Plus, we get a management portal with which we are already familiar. The Triple C cloud gives us greater flexibility and shorter delivery times.”

Triple C offers Windows Azure Pack using Parallels Automation, a cloud service delivery platform that is used to provision and manage Windows Azure Pack services. Triple C customers are already accustomed to using the Parallels Automation platform, thus they are able to order and manage their Windows Azure Pack services through the familiar Parallels Automation portal. Triple C purchased 200 Hyper-V host servers and deployed Windows Server 2012 R2 and Windows Azure Pack on them. This infrastructure gives Triple C capacity for up to 8,000 virtual machines.

Triple C is provisioning the majority of all new customers in Hyper V. Further, Triple C has plans to use additional Microsoft Azure services such as Microsoft Azure Site Recovery Services, which works with the Hyper-V Replica feature in Windows Server 2012 to provide easy, automated replication and disaster recovery at an affordable price. Triple C also expects to use Azure infrastructure-as-a-service (IaaS) offerings to provide Microsoft SQL Server database software as a service. By doing so, it could offer cost-effective, highly available, clustered databases to both small and enterprise customers.

Benefits

By embracing Microsoft technologies, Triple C Cloud Computing has been able to expand its business and revenues, give customers more hybrid cloud flexibility, and reduce prices.

Expand Business and Revenues

By taking advantage of Windows Azure Pack, Triple C expects to reach new customers at both ends of the spectrum—small businesses that need more affordable virtualization and hosting offerings and enterprise organizations that need more flexible hybrid cloud options. “We expect to increase our revenues by up to 40 percent because of the additional services that Windows Azure Pack makes possible for us to offer,” says Ely Cohen, Chief Technology Officer at Triple C Cloud Computing. “Plus, we can redirect our development resources to other, higher-value services than developing public cloud technologies that Microsoft has already created. We have a definite competitive advantage with Windows Azure Pack. When we tell customers that we are using the same technology that Microsoft uses, it sells.”

Give Customers More Hybrid Cloud Flexibility, Local Public Cloud Experience

Triple C now can offer customers a way to use Microsoft Azure-like services even when there is no Azure datacenter in Israel. “Having a link to a big public cloud provider gives our customers more flexibility and scale coupled with the benefits of a local cloud provider,” Cohen says. “For them, it’s the best of both worlds. They can run a workload in our datacenter and move it to another Microsoft partner or to Azure, and it’s very easy, with all services in their local language.”

Offer Lower Prices, More Flexible Billing

By switching from VMware to Hyper-V, Triple C has been able to reduce the price of its public cloud IaaS services by 15 to 30 percent. In addition, the company’s addition of Windows Azure Pack facilitates more granular billing, with hosting services available by the hour. “With the Microsoft CPS licensing and product offering, we pay lower virtualization licensing costs for the same virtualization density,” Rozenbaum says. “This lets us offer lower prices for price-sensitive customers and reach a much broader market, from small business to enterprise.”