



SRA helps to enhance speed of delivery for GlassHouse clients

An increase in requirements for visibility into storage estates

The fast moving world of information technology requires consultancy partners to constantly assess the way in which consulting and managed services are delivered as well as the tools that are used to underpin the delivery of such services. As a leading independent services provider with an increasing base of customers, GlassHouse were being presented with a number of projects where customers were keen to get clarity into their storage infrastructures in the form of an executive management overview.

“SRA has the ability to produce more accurate and timely reports”

Pete Hulme, IP and Development Manager at GlassHouse comments, “In response to the requests we were getting from our clients, we researched the market for a suitable tool to enable us to deliver the required management reports. We considered various SRM tools, but found that most of those available were operational and designed to be broken down into clients’ infrastructures. We needed something that would give us the ability to give a rapid snapshot view.” Pete continues, “At GlassHouse, we tend to engage with clients at the executive management level, so it is very important that we present our findings in an appropriate way; reports have to look very professional and provide absolute clarity into the client’s storage estate.”



GlassHouse Technologies is a leading vendor independent data center infrastructure services provider, working with customers to define a strategy, execute a plan and operate their environment. Having traditionally focused in the areas of storage and back up, GlassHouse has now expanded into virtualisation and cloud infrastructure. Typical projects are delivered to large enterprise businesses and span IT Services Management as well as operational projects, where customers are given support to run their environments, or have GlassHouse run their environment for them.

<http://www.glasshouse.com>

“ Our services team are able to easily grab the information that they need quickly, without disruption and without the need to go through various internal change controls ”

Previously, one of the tools being used to support delivery of GlassHouses' services was SRA (Storage Resource Analysis) from Storage Fusion. This was used for a very specific client requirement in the area of IT Storage Chargeback and had successfully helped to provide the client with the ability to automatically analyse their storage array.



“We contacted Storage Fusion and were pleased to discover that the SRA tool had been developed further and would give us the ability to produce more accurate and timely reports to our prospects and clients,” said Pete. “The tool was easy for our services team to utilise, enabling them to go into a client, grab the information that they need quickly, without disruption and without the need to go through various internal change controls. This non-disruptive process would then allow us to produce an enhanced executive management level presentation to demonstrate what the client has bought, how it’s being used and where it could be used more efficiently.”

Providing ‘real time’ insight for clients

GlassHouse has now used SRA along with other GlassHouse methodologies, solutions and tools to engage with over 100 enterprise customers. It is a very powerful pre-sales tool providing a true picture of the real situation from the storage estate before projects commence. Pete comments, “We can tell our clients exactly what their storage estate looks like today. Using tools such as SRA as part of the client on-boarding process means you can literally send the consultant to the customer, or alternatively have the consultant send a collection script to the customer, run it, send back the information, put the gathered data through the system and present the customer with a very effective report. We can tell our customers exactly where they are, establish where they want to be and then produce a Statement of Work that demonstrates how we will help them to get there.”

“ The ability to continuously analyse the real ROI by monitoring savings in terms of future spend ”



How would GlassHouse do this without SRA? “SRA helps GlassHouse to optimise its services approach as establishing this level of detail can sometimes take a consultant days to achieve and can also be intrusive for the customer. SRA saves effort, time and disruption. It is more cost effective for the customer as they are saving multiple consultancy day costs, plus it is a smoother and more professional way for our Services Director to create a proposal. SRA also provides a consistent result every time.”

An effective pre-sales and account management tool

GlassHouse has a proven tool with SRA, used across the organisation to effectively win more business and add value to their clients. In addition, the gathering of this information would normally take a consultant approximately 5 days to achieve. GlassHouse now complete the same task in 5 hours.

“SRA saves effort, time and disruption. It is more cost effective for the customer as they are saving multiple consultancy day costs”

Pete concludes, “Not only do we benefit from SRA in the sales process, but we continue to benefit from the tool to create ‘stickiness’ with our clients. We are on a journey with them and producing these reports on a regular basis means they will continue to strive for their future desired states, with the ability to continuously analyse the real ROI by monitoring savings in terms of future spend. We are passionate about using SRA to support our efficiency and deliver a cost effective and proven approach to our valued customers.”

The future for SRA at GlassHouse

GlassHouse are currently adopting the newly launched enterprise version of SRA – a self service portal allowing individual consultants across the global organisation to become more collaborative, by giving them direct access to the system. “This is what we are driving for the future – more flexibility which in turn will enhance speed of delivery”.

About SRA from Storage Fusion

Storage Resource Analysis (SRA) is a light touch storage assessment service which is essential for any business selling storage hardware or associated professional services. SRA can quickly report across the entire storage estate without installing any additional hardware or software and without the provision of additional services days.

SRA is used by storage consulting businesses to immediately increase customer value, enabling partners to develop more credible, relevant and compelling proposals for the CIO, Storage Manager, Capacity Planner, Project Manager or even the CFO.

To learn more about how Storage Resource Analysis can help you to deliver services to customers please call +44 (0)1707 387100 or email info@storagefusion.com



STORAGE FUSION
AN AVISEN PLC COMPANY

Suite 104, 29 Broadwater Road
Welwyn Garden City
Herts AL7 3BQ

+44 (0)1707 387100
info@storagefusion.com
www.storagefusion.com