

enStratus Provides Efficiency, Scalability and Security for Predictix



Location:
Atlanta, GA

Website:
www.predictix.com

About:
Retail Merchandising
Solutions delivered as a
Software as a Service

Key Highlights

Challenge

Leverage the cost savings and scalability of the cloud, with which security and ease of management

Solution:

Deliver solutions in the cloud, managed by enStratus cloud infrastructure management tools

Benefits:

- Hosting costs reduced by 80%
- Time to deploy servers reduced from hours to minutes

Background

With a comprehensive Software as a Service consumer-centric merchandising solution suite, Predictix is changing the way retailers and brands around the world invest in technology.

Predictix Planning, Pricing, Forecasting and Replenishment solutions provide retailers and brands more advanced and usable merchandising solutions with lower risk and more compelling economics than traditional software alternatives.

When Predictix decided to move to the cloud to decrease their hosting costs, and wanted to do this with increased security and scalability, they turned to enStratus.

Turning to Cloud Computing

The Predictix solution was designed from the ground up for the Software as a Service model, and was previously hosted at a traditional managed hosting provider.

“We always knew we did not want to build our own IT infrastructure,” said Molham Aref, CEO of Predictix. “As cloud computing matured to the point where we felt it was ready to support our Tier 1 retail clients, we decided it was time to look into the growing number of cloud computing options and take our business to the next level.”

“Our solutions often have highly variable computing demands. A client’s day-to-day operations may require a small hardware footprint, yet weekly optimization or forecasting runs require many times the computing power for only a few hours,” continued Aref. “With cloud computing, we don’t need to build or maintain a hardware infrastructure to manage these sporadic peak loads—we can scale this power on demand—the benefits are huge.”

Challenge in the Cloud

The drivers to move into cloud computing included decreasing the cost of delivery and speeding up the time to deployment. Along with the benefits of cloud computing came some challenges:

- Understanding how to leverage the cloud architecture to best capture its full potential
- Limited tools from cloud vendors for setup, configuration and management

- Ability to scale across multiple cloud infrastructures to serve global clients

To address these issues, Predictix selected enStratus and is now delivering their solutions in the cloud managed by the enStratus platform.

Leveraging the Cloud

enStratus worked with Predictix to enable them to maximize the benefits of cloud computing while their security, reliability and scalability needs were met.

“Our internal processes and operations were originally optimized for a traditional hosted environment,” commented Aref. “enStratus helped us understand how to evolve our operations and the way we deploy our solutions to best leverage the advantages of the cloud.”

Ensuring Security

With enStratus, security is the key. enStratus has a configurable automated encryption system, from the file system to backup management to network communications, that enables total data security. enStratus also provides intrusion detection and has a “no credentials in the cloud” policy.

“Keeping our clients’ data secure is central to our business,” stated Aref. “The additional security enStratus provides beyond our own protocols and those of our cloud providers ensures our clients feel comfortable that we have thought through the security of their data.”

Automating Management and Reliability

enStratus provides Predictix the tools they need to set up, manage, configure and track their cloud infrastructure. To manage multiple clients in the cloud, Predictix would have needed to scale their staff or build their own management solution.

“What used to take our operation team hours in a traditional hosted environment—for example, deploying a server—now takes minutes,” said Aref. “The enStratus tools have enabled us to automate many of our processes, and we also can better track client utilization levels and history.”

Speed of recovery also decreased from typically 24 hours, with a traditional hosted provider, to just minutes. enStratus automatically manages multiple levels of backups to match most recovery time and recovery point objectives economically in the face of the most extreme disasters.

About enStratus

enStratus™ is a cloud infrastructure management solution for deploying and managing enterprise-class applications in public, private and hybrid clouds. enStratus has a multi-cloud architecture that provides security, reliability and cloud independence.

We deliver governance for the cloud through a patent-pending security architecture and a powerful management console across all leading public and private clouds.

Based in Minneapolis, Minnesota, enStratus serves hundreds of organizations worldwide including Korea's largest telecom provider KT, Silanis, SAIC, and The Cloud Security Alliance.

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- Molham Aref, CEO, Predictix

Bottom Line

enStratus is enabling Predictix to reduce hosting costs, decrease IT staffing needs and improve customer service. “The cost savings being realized are substantial,” said Aref. “Our hosting costs have dropped 80%.”

Moving Forward

Predictix will also be working with enStratus to support multiple cloud providers or their software solutions. This will easily enable Predictix to provide their clients a choice of cloud providers by leveraging enStratus integration and tools.

“With our global client base, Predictix wants to leverage multiple options for cloud infrastructures,” said Aref. “Having enStratus support multiple cloud providers is a great benefit for us. We are able to focus on our business and clients, and continue to deliver high-quality solutions as cloud computing expands.”