



CASE STUDY: ALVAREZ & MARSAL
PROFESSIONAL BUSINESS SERVICES

Integrating colocation services with business operations

Data center visibility drives 78% cost savings and time efficiencies for Alvarez & Marsal

Alvarez & Marsal (A&M) is an international professional services firm that provides advisory, business performance improvement and turnaround management services to businesses, investors and government entities across the globe. Headquartered in New York, the organization helps its customers transform their operations to boost performance, stimulate growth and drive results. With more than 65 offices across 25+ countries, A&M relies on its IT infrastructure to connect these offices and deliver the backbone that supports its own operational excellence.

Data center transparency strengthens business operations and security

78% cost savings builds leadership buy-in

SDP speeds delivery time and drives efficiency

Responsive team supports evolving needs



Seeking an on-premise experience without an onsite team

A&M helps companies around the world address complex business issues to boost their productivity and performance. Not surprisingly, the organization evaluates its own business through the same lens of operational excellence. Recognizing that its outsourced data center solution provided opportunities for improved operations, A&M jumped to action.

"Our former data center was operating as a silo," said Collin John, global system engineering manager for A&M. "My objective was to integrate it into our business operations to improve efficiency and productivity."

A critical element of this plan was creating an on-premise feel while managing the data center remotely. To do this, A&M needed visibility into the data center environment, including its power use, security controls and workflow processes. John approached the company's existing colocation provider to discuss this need. When the provider was slow to react, A&M decided it was time to look elsewhere.

"We were not getting the things that we needed from our former data center provider. I felt we were nicked and dimed for little features and information that I believe in the 21st century should be there."

"SDP changed the dynamics. It changed the paradigm. It changed how the business looks at the data center."

Collin John, Global System Engineering Manager, A&M





SDP delivers visibility and automation to enrich data center management and security

When John spoke with QTS, he was intrigued. Dedicated to data center transparency, QTS digitizes the data center environment to provide customers with on-demand access and visibility into data center details, such as power consumption, access privileges, remote hands, ticketing, service ordering and more. This information is delivered in real-time via QTS' Service Delivery Platform (SDP), a digital orchestration platform that allows organizations to easily view and manage their data center environments 24/7 from any location and any device.

Impressed with QTS' vision for data center visibility and automation, A&M migrated its existing environment to the QTS Piscataway data center in New Jersey. To support A&M's international offices, including its Dubai location which is open on Sundays, QTS completed the full migration within 48 hours, demonstrating its flexibility and commitment to customer service. Additionally, when an incorrect power circuit was installed due to a spec error, QTS replaced it within 20 minutes to keep the migration on track.

"That had a tremendous impact on us. It built my team's confidence in QTS because we knew how long that would have taken in our previous situation. QTS shows up. Other data centers show up late or when they can get to it."

Collin John, Global System Engineering Manager, A&M

SDP's real-time visualization modules also impacted A&M as they provide the organization with the insight to make more informed, data-driven decisions and the ability to streamline processes and improve efficiencies.

"A lot of our questions and concerns can be easily managed with integration and visibility," explained John. "We didn't have this in past. We had to contact our account rep and were at the mercy of the provider—waiting, waiting."

SDP eliminates this issue and speed delivery by allowing A&M to directly access information, place requests and perform tasks. With the User Management app, A&M can assign access privileges, issue visitor badges, pull access reports and download compliance documents on-demand. The organization can also monitor the people and assets entering and exiting its space in real-time to further bolster security.

A&M also achieves real-time insight into its power consumption through SDP's Power Analytics app. This allows A&M to see power use down to the circuit and pole level to improve capacity planning and space allocation, and to monitor power thresholds to optimize the environment.

Without an onsite data center staff, A&M frequently leverages QTS remote hands to support its environment. Through SDP, A&M can quickly log requests and track progress. *"I can see when QTS is reviewing a request, when it's been approved and when it's been completed,"* said John. *"We haven't been able to see these things with other providers, so it's really phenomenal. Nothing is left up in the air and there are no miscommunications."*

To enhance the onsite experience, A&M uses 3D Mapper, a real-time, interactive visualization of A&M's data center environment. Offering 360-degree views of A&M's cage and the assets within it, 3D Mapper enables A&M's IT team to see a virtual model of the environment to effectively communicate needs and provide precise direction to QTS' onsite technicians. A&M also uses 3D Mapper to train its NOC employees as the physical replication enables remote employees to view assets and information as if they were onsite.



A&M utilizes QTS' Switchboard service to connect to Azure cloud. Integrated with SDP, this software-defined interconnection service automates the provisioning of cloud services to speed deployment time, enabling his team to self-provision virtual connections to multiple clouds in minutes.

"Switchboard makes deploying a cloud connection easy, and should we want or need to add more, we can do it with the click of a button," explained John. "This platform puts us in a place where we can become more proactive."

A&M achieves 78% cost savings with move to QTS

Since partnering with QTS, A&M has experienced some significant operational efficiencies. In fact, A&M netted a 78% cost savings over its previous data center provider, fostering confidence among A&M's management team. This confidence is further supported by improvements in A&M's resolution time, productivity and other KPIs. *"I think we are up at 75-80%—and that's coming from the 30% range. That's drastic," said John. "SDP changed the dynamics. It changed the paradigm. It changed how the business looks at the data center."*

The ease of use, visibility and self-service capabilities built into SDP allow the organization to easily pivot to manage new situations and evolving needs. *"QTS is allowing us to change our landscape to be more flexible and nimbler."* This visibility also empowers data-driven decisions that support the company's quest for operational excellence.

QTS' team further enriches this flexibility, offering a heightened level of accessibility and responsiveness. *"When we send something out, they get back to us right away," notes John. "That's a huge change from what we came from, and it impacts our efficiency."*

About QTS

QTS Realty Trust, Inc. (NYSE: QTS) is a leading provider of data center solutions across a diverse footprint spanning more than 7 million square feet of owned mega scale data center space within North America and Europe. Through its software-defined technology platform, QTS is able to deliver secure, compliant infrastructure solutions, robust connectivity and premium customer service to leading hyperscale technology companies, enterprises, and government entities. Visit QTS at www.qtsdatacenters.com, call toll-free 877.QTS.DATA or follow on Twitter @DataCenters_QTS.

"The platform access has been a differentiator, the team is responsive and the service is very reliable. These three things have driven our productivity up and saved us a lot of money and time—and obviously that impacts revenue."

Collin John, Global System Engineering Manager, A&M

While A&M has already achieved tremendous benefits with QTS, it sees additional possibilities down the road. SDP's ever-expanding library of APIs provides expanded opportunities for integration with internal applications. John also continues to work closely with QTS to enhance SDP's functionality. With enhancements rolled out every six weeks, SDP is poised to continue to deliver the support and insight A&M needs to thrive. *"From an operations perspective, we feel like QTS values our business," said John. "They show up, and our team respects that."*

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