

How Symmetry Leverages its Partnership with American Digital— to Deliver Cloud Services for the SAP Market— and Beyond

Over the past 20 years, Symmetry has forged a well-earned reputation as one of the leading suppliers of application management and hybrid cloud hosting solutions for the SAP market. The company has successfully evolved from purely a managed services provider to a cloud hosting expert. Symmetry has also expanded its solutions beyond SAP to support a full range of data center services and applications.

The expansion of Symmetry's business to the cloud—and the company's transformation into a full-service provider of enterprise data center solutions—has fueled significant growth over the past several years. Contributing to that growth is high demand for Symmetry's SAP HANA solutions and expertise, as enterprises continue to migrate to the in-memory database to drive improved performance and operational efficiencies.

Also, company leaders are proud to say that another key success factor is Symmetry's long-term partnership with American Digital, a leading provider of enterprise IT solutions focused on data center transformation. Symmetry's services are built on Hewlett Packard Enterprise (HPE) products, and American Digital delivers unprecedented knowledge and experience in building HPE infrastructures.

"American Digital navigates HPE for us," says Christian Teeft, chief technology officer at Symmetry. "They live and breathe HP, so they are able to give us direction on new products before they hit the market. This helps us to be technically proficient on new technologies so we can guide our customers more efficiently."

A Winning Formula

The combination of Symmetry's expertise in both SAP and enterprise IT services and American Digital's leadership in building enterprise data centers and cloud environments is proving to be a winning formula for customers. Together the companies help enterprises address the enormous challenges involved in transforming their data centers, migrating SAP environments in the cloud era, and maximizing the potential of SAP HANA and other innovative technologies.

By working closely with American Digital, Symmetry is able to accurately recommend services and pricing models with total assurance that it will be able to deliver.

Kevin Knuese, vice president of SAP solutions at Symmetry, discusses a typical engagement to highlight how the two companies work together seamlessly to meet customer needs: "We had a customer where we knew it was time to evaluate their SAP environment. There are typically key factors: Do they have older hardware that needs to be replaced? Is SAP urging them to make an upgrade? Do they have specific business requirements that are not being met by the current platform?"

In the case of this particular customer, it needed more performance, wanted to add more business units to the ERP platform, had aging hardware, and wanted to migrate a traditional database to a SAP HANA platform.

"We had to do the mapping," Knuese says. "It sounds simple but, in reality, is complex because it's both a technical and functional exercise. Timelines and schedules had to be created for technical activities while taking each business unit into consideration. We needed to design a platform

capable of converting from the traditional database, so we focused on their business requirements for appropriate sizing, storage and CPU power.

"We iterated through the entire landscape to make sure that business functionality was never compromised—so it was a lot of moving parts," Knuese adds. "Once we identified how the platform needed to be designed, American Digital specified a solution with HPE Converged System 500s that use a shared 3PAR SAN environment."

Overall, Knuese says, the partnership between American Digital and Symmetry is critical to delivering the right solution and cloud services to meet customers' performance needs.

"The collaboration with American Digital is great," he says. "We get their input, guarantees for what the infrastructure will do, costing, etc., and we wrap it all together to show our customers what a baseline cloud service looks like, the timeline and the cost. American Digital helps us fill in the gaps so that when we offer a guarantee, we make sure we can keep it."

Delivering Next-Generation Solutions

The close partnership with American Digital was key as Symmetry moved to deliver its SAP services in a cloud environment and expand its offerings beyond the traditional SAP market.

"IT leaders realize that in today's world, it is very difficult to keep up with the pace of change and introduction of disruptive technology," Teeft says. "Our value-add is our expertise. Our customers rely on us to be a trusted partner that guides them and is proactive in helping them shape their future direction. At the end of the day, we are helping our



customers drive strategic initiatives, and when it comes to mission-critical systems such as SAP, they know having an expert in their corner is critical to success.”

The expansion of cloud services has been a natural evolution for Symmetry. The shift supports the changing needs of customers looking to the cloud as part of an overall transition to a services-centric IT delivery model. Partnering with American Digital has been instrumental in Symmetry’s efforts to build the right cloud infrastructure to meet the demands of its customers.

Its experience and expertise in building a cloud to host SAP services has been a critical success factor in Symmetry’s ability to extend the managed infrastructure to non-SAP (traditional) IT workloads and deliver a full range of services for its customers.

“Our customers tell us that managing IT is not core to their business and moving to the cloud represents flexibility, availability and choice,” says Teeft. “Historically, companies have been hesitant to move SAP to the cloud because they’re concerned about performance, capabilities and security. By moving the entire platform to the cloud, we’ve solved our customers’ concerns because we apply the same principles of security and compliance to their traditional workloads, since it’s one full stack.

“In addition, we are enabling our customers to dramatically improve business continuity and disaster recovery,” he continues. “Before now, it was difficult for them to afford to properly execute disaster recovery or deploy technology ensuring it would work. With our cloud, that all changes.”

Looking to the Future

While the leaders of Symmetry and American Digital are happy with their current successes, they are continually looking forward. “Technology changes every day, and because American Digital is focused on HPE technology, they can help us at each turn,” says Teeft. “Two heads are better than one to ensure the availability, redundancy and uptime our customers need.”

The expertise and experience of American Digital is also an important factor as Symmetry looks to continue growing its customer base in both SAP and cloud enterprise environments.

“As our presence grows across the country and across the globe,” Teeft says, “we know we’re leveraging the best technology, validated by American Digital, and delivering high-value solutions to host our customers’ mission-critical systems. That is why we are so pleased to have American Digital by our side.”

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