

CUSTOMER SUCCESS STORY

DIZZION DELIVERS CUSTOMER EXPERIENCE AT SCALE WITH TURBONOMIC

With the **Turbonomic Autonomic Platform**, Dizzion **assures performance of more than 8,000 virtual workloads and enables hyper-scaling at 150% year-over-year growth.**



Dizzion brings the power of cloud computing to the desktop by enabling end users to securely access applications and data from any device, anytime, anywhere.



“Our number one goal is to deliver the highest end-user computing experience possible and Turbonomic is right there with us.”

Robert Green

Chief Technology Officer
Dizzion

Challenges

- Difficulty delivering high performing services to customers during period of hyper-growth - 100% Y/Y
- Inability to accurately plan for infrastructure needs and control IT spend while expanding from 1 to 8 distinct cloud architectures

Solution

- Turbonomic intelligently and automatically senses changes to Dizzion’s application demand and adjusts infrastructure supply in real-time to improve utilization, assure performance and ensure service delivery to Dizzion’s expanding customer base

Results

- Autonomic platform drives real-time performance for **8,000 workloads** across diverse, homegrown cloud environment
- Optimally placed resources for assured performance of **Tier 0 mission-critical** virtual desktops
- Plan for future capacity changes and projects to deliver consistent outcomes, enabling **150% Y/Y growth**

Company Overview

Founded in 2011 with the vision of bringing “Digital Fission” to its customers, Dizzion reimagines the possibility of cloud-based offerings, providing the most robust and rapid virtual desktop solutions available. Dizzion’s main focus has always been to enable its customers with the fastest available end-user experience.

Robert Green has been with Dizzion from the very beginning, serving not only as a co-founder but also the company’s Chief Technology Officer. With a background in both Molecular Biology and Application Development, Rob is responsible for Dizzion’s technology strategy and infrastructure development.

Industry Challenges

Dizzion operates largely within the Desktop-as-a-Service industry, providing paying customers with hosted access to remote desktops to enable organizational agility and user productivity. This cloud-based desktop delivery market is evolving rapidly, and is expected to reach \$2 billion by 2019.

While DaaS offers the advantage of running VDI at lower cost and infrastructure complexity, providers of this service consistently face challenges of reliability, latency, bandwidth constraints and system security. And similar to any company leveraging VDI, these challenges lead to unpredictable performance, ultimately manifesting in ways that detract from the end-users experience.

A Unique Go-To-Market Strategy

“To address the unique needs of virtual desktop instances, we created our own cloud environment from the ground up. Everything from compute and storage to the networking is architected by our team,” said Rob. “We decided to go after the market in a different way, not to follow the leader. We wanted to be the leader, to innovate out of the gate and customize everything to provide the best end-user compute capacity.”

“We’ve been in a period of hyper-growth over the last year, seeing more than 100% year-over-year growth, a number which will likely climb past 150% over the next twelve months,” said Rob. “In the virtual desktop world, workloads don’t just change on a day-to-day basis, it’s on an hour-to-hour basis. It quickly became apparent that we needed a smarter way to manage our growing infrastructure to assure quality performance for our end-users.”

“Turbonomic is right there with us, helping us deliver performance and maintain control as we scale.”

Reducing the Annual Hardware Needs by 67%

After deploying Turbonomic, Rob and his team have been in complete control over both their infrastructure needs and the positive experience of their customers. "Turbonomic quickly showed us that we were over-provisioning, and we've since reduced our purchasing lifecycle from eight new servers every two months to eight servers every two quarters. This is an important time in our company's growth to be able to impact our bottom line so strongly."

"At the end of the day, our focus is on our customers, and Turbonomic is at the heart of how we deliver the highest quality services," said Rob. "The impact virtual desktops have on a business is often underestimated, but these are instances that have eyes on them for nine or more hours each day. If you can't access them, you can't do your work. These are Tier 0, the most mission-critical component of a business. Our investment in Turbonomic proves that we care about our customer's experience and the ease of their daily operations."

"If you can't scale, what's the point?"

"The hardest thing to do is scale, but if you can't scale what's the point," said Rob. "During this incredible period of growth, we have not once heard from our customers regarding impacted performance. This is part and parcel because of Turbonomic's ability to control our environment and enable us to scale our architecture rapidly and steadily."

"To add to the complexity of this environment, we've been a very small team from a technical staff perspective," said Rob. "We started with one cloud environment, and now have eight, some of which are located abroad. Turbonomic is helping us to sustain and scale at this hyper-growth phase."

"Turbo knows exactly where to place and how to size our workloads so our customers are having the best possible experience. This allows us to be hands-off with the management of our infrastructure, and to focus on giving our customers the flexibility and quality experience they've come to expect from Dizzion."

About Turbonomic

Turbonomic delivers an autonomic platform where virtual and cloud environments self-manage in real-time to assure application performance. Turbonomic's patented decision engine dynamically analyzes application demand and allocates shared resources to maintain a continuous state of application health.

Launched in 2010, Turbonomic is one of the fastest growing technology companies in the virtualization and cloud space. Turbonomic's autonomic platform is trusted by thousands of enterprises to accelerate their adoption of virtual, cloud, and container deployments for all mission critical applications.