

# Burwood Group

Partners with HyperGrid to build a strong AWS services portfolio with HyperCloud™ Instance Planning



## INDUSTRY

Information Technology and Services

## SIZE

201-500 employees

## HEADQUARTERS

Chicago, IL

## YEAR FOUNDED

1997

- » Faster, more efficient application deployment with automated discovery and requirements mapping
- » Better performance with instance choice from machine learning and analysis of 400+ million benchmarked data points
- » Decreased time to market for cloud planning and migration, operations management and cost optimization services
- » Robust governance and policy framework to accelerate AWS adoption for customers in highly regulated industries such as healthcare
- » Topline growth with revenue streams from new customers and additional services

## INTRODUCTION

Burwood Group is an innovative, culture-driven, IT services provider, partnering with customers to accelerate and simplify IT infrastructure planning and management. Founded in Chicago, IL, they are celebrating 20 years in business. Burwood helps forward-thinking IT leaders design, use, and manage technology to transform their businesses to improve outcomes. Burwood's services in consulting, technology, and operations are rooted in technical expertise in cloud, automation, security, and collaboration.

## BURWOOD'S GOALS FOR IMPROVEMENT

Burwood recognized that increased demand for IT to add strategic value to the organization, as well as heightened end-user technology expectations have increased significantly in today's digital age. And this demand can only be met with highly agile IT infrastructure. Burwood began evaluating its on-premises footprint and forged a path to AWS. They specifically wanted to:

- » Understand the implications of their decision from a financial perspective. They wanted to model costs to evaluate and build a strong business case for the migration of their applications to AWS.
- » Choose the right instances and configurations for their workloads. They wanted to balance operational requirements and cost benefits to purchase the right reserved instances
- » Deliver a complete set of intelligent cloud orchestration, cost optimization and governance capabilities as part of their Cloud Management Services.



After evaluating several cloud management platforms, the robustness of the latest release from HyperGrid quickly made it rise to the top. With HyperCloud™, and the fact that HyperGrid has proven to be a true partner, we can quickly design, launch, and sell new services on public cloud like AWS. This creates new revenue streams and streamlines internal management for public and private clouds, as well as containers, into a simple, single platform.

- Chris Pond  
President of Cloud Services



## CHOOSING THE RIGHT PARTNER

Burwood chose HyperGrid out of the many cloud management platforms they evaluated. Of the cloud management providers that were considered, Burwood found that with HyperGrid they had a partner that was invested in their success. With expedited migration assessments, they were able to fast track their cloud strategy to make AWS a part of their Cloud Management Services portfolio.

## BUSINESS OUTCOMES WITH HYPERGRID

Today HyperCloud™ is a key component of Burwood's Cloud Management Services. They are now able to offer services such as Cloud Readiness, Cloud Strategy, Cloud Migration and Cloud Cost Management for AWS as part of their services portfolio.

HyperCloud™ was a perfect fit for what their organization was looking for in terms of technical capabilities, and complements the skill-sets of their technical teams.

- » Application dependency mapping: With automated discovery of their applications, they compiled a thorough inventory of resource requirements
- » Automated Instance Choice: Recommendation based on benchmarked data points that optimized costs and performance. They were able to get an accurate cost forecast for a number of options that enabled them to pick partial upfront, RI instances
- » Trusted Cloud Advisor: They are now able to deliver a breadth of cloud management capabilities for AWS with a robust governance and policy framework for customers with compliance requirements

 **Migration Time**

From months to weeks through automated planning

 **Accuracy & Precision**

Instance choices based on benchmarked 400+ million data-points

**65% Reduction in Costs**

With continuous optimizations based on HyperCloud™ Analytics