ORTHO
Synetics™

TRANSFORMING IT SERVICE WITH AZURE CLOUD

An Azure Migration Case Study

"I've been impressed by the competence and professionalism of the SoftwareONE staff. They always bring value and expertise in line with my expectations. They are a terrific partner."

CHRIS LOAR,
CHIEF INFORMATION OFFICER,
ORTHOSYNETICS

SUMMARY

Ongoing IT difficulties at OrthoSynetics were preventing consistent delivery of reliable client services. Without the expected IT speed and reliability, customer complaints were increasing, and service renewals were in jeopardy. Adopting a new strategy to move from legacy infrastructure to Azure cloud, all servers/applications were to be migrated, largely eliminating physical infrastructure. SoftwareONE experts were called in to collaborate with OrthoSynetics to design a new cloud architecture and help to migrate the Azure cloud platform. The successful move was made in just five months with significant improvements in platform reliability and performance. Most importantly, the change led to significantly improved customer satisfaction and retention.

ABOUT ORTHOSYNETICS

OrthoSynetics provides orthodontic and dental practices with professional business services, including consulting, marketing, procurement, financial analysis, collections, accounting, and HR/payroll. With 250 offices across the US, they are a full-service provider designed to relieve practices of backroom worries and allow them to concentrate on patients and service offerings. They help clients to gain a competitive edge, achieve a financial advantage, and assist with strategies to grow their client's business.

"We faced some serious challenges when I arrived, but I knew that a move to Azure provided the best possible solution. Fortunately, I had complete backing from my CEO and professional help from SoftwareONE to accomplish an aggressive transition in just a few months."

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THE CHALLENGE

OrthoSynetics faced ongoing difficulties with their internal IT infrastructure. They were unable to consistently deliver reliable services to their customers in managed clinics located across the US. They couldn't ensure dependable IT functions or provide clients with the expected speed and reliability required to operate their businesses. Legacy infrastructure, housed in a Dallas colocation data center, was old, complicated, unreliable and suffered from multiple support issues. The infrastructure of 450+ virtual machines and on-premises Citrix systems was challenging to manage. Some purchased solutions had never been implemented. Some had no support agreements. Staff were continually reacting, attempting to fix issues as they occurred, with no time to address systemic causes. Frequent unplanned downtime, coupled with customer complaints, had become the norm. Most importantly, there were severe business concerns about potential client business impacts with 50% of the portfolio up for renewal in 2018.

NEW IT INFRASTRUCTURE

Citrix-hosted orthodontic system – moved from on-premises to Azure
Storage – 30 TB
Users: 1300+
Cloud provider: Microsoft/Azure
Compute: 90 VM hosts consolidated from 450+

"With the help of SoftwareONE, we have transitioned our IT from costly and unreliable to affordable and stable. Azure cloud just works. Our customers are delighted."

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EXAMINING OPTIONS

Estimated OrthoSynetics expenses to upgrade existing systems, licenses and support functions in their colocation data center exceeded $2M. Or, they could bypass proprietary internal infrastructure and move the majority of their on-premises server workloads to Azure. Chris Loar, the new CIO, saw this as a philosophical difference, and that transition to a cloud strategy would move IT to focus more on providing added value to the business. It would also deliver the stable and reliable systems that customers deserved.

The first step toward an Azure move was understanding the existing environment. Having previous experience with SoftwareONE expertise and their strong Microsoft relationship, Loar asked SoftwareONE for a proposal to design and architect the cloud strategy moving forward. SoftwareONE presented a phased plan that began with discovery followed by a CloudBase phase where the SoftwareONE team would collaborate with OrthoSynetics stakeholders to design the new cloud architecture. They would create a detailed migration plan. And the final Cloud Migrate phase would migrate the servers in a planned sequence designed to meet the goals and timeframe requested by OrthoSynetics.

THE SOLUTION

As the OrthoSynetics transition to Azure began, SoftwareONE conducted customer workshops to define requirements for the foundational cloud infrastructure. These helped create a requirements traceability matrix and included an asset inventory, licensing, and configuration information. The results became the high-level conceptual design document, resource requirements, test documents, and project plan.

Working closely with OrthoSynetics staff, SoftwareONE initiated the Cloud Migrate phase creating detailed plans for sequencing, scheduling, and cutover of each workload. As the migrations were executed, 450+ virtual servers were consolidated to fewer than 100. A complete and detailed design document captured all configuration items as built. Integration testing was conducted as all client-facing servers/apps were finally migrated. "After a great deal of hard work by our team, the immediate and very positive customer reactions were very rewarding," said Loar. "A typical reaction was 'This is amazing.'"

A final workshop provided handover deliverables and plans for an ongoing managed services support model. "We are no longer in the data center business," said Loar. "Now we're able to re-direct funds to focus on application development, investing in custom applications and mobile solutions that add value for our customers."

BENEFITS

- Quality and reliability of services assured
- Improved customer satisfaction, confidence, and retention
- Platform transformed from a weakness to a competitive differentiator
- Licensing and support fully current, with annual operational savings $50k+
- Reduced staffing and systems management time
- Critical system issues monthly average reduced from 54 to 3 – 95%
- Performance issues monthly average reduced from 215 to 9 – 96%
- Trusted SoftwareONE strategic partnership

To learn more, visit us at:
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