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PARTNER INSIGHTS
Crimson Cloud

Region	India
Partner Level	Citrix Service Provider (CSP)
Area of Expertise	Cloud solutions
Employees	75 professionals
Website	www.crimsoncloud.in

Arunchalam S
Vice President
Technology
Solutions

Company Profile: Crimson Cloud

Crimson Cloud is the latest innovative initiative from Frontier Business Systems (Frontier), currently Citrix Partner of the Year 2017, India. Backed by 24 years of data centre experience and expertise across private, public and hybrid cloud, Frontier is a trusted advisor to 600 key enterprise accounts. Frontier has been recognised with the Citrix Partner of the Year award for several years over the past decade, reflecting the company's strategic alliance and alignment to Citrix technologies and business roadmap.

Frontier recognised enterprise organisations needed an easier migration path to the cloud and so, Crimson Cloud was launched.

Crimson Cloud offers a range of services including cloud infrastructure and migration, cloud infrastructure as a service as well as delivery of managed services to streamline cloud transformation.

It has established a cloud ecosystem based on major cloud providers, including Microsoft Azure and has developed its digital workspace offering – Crimson Works – via an industry-first integration of Citrix and Microsoft Azure technologies.

Being born in the cloud in March 2015 with a start-up team of 5, Crimson Cloud has rapidly grown to field over 75 cloud specialists – with 10 of them trained and certified on Citrix Solutions. It now supports hundreds of enterprise customers with its pan Indian presence and seasoned cloud experts have deep industry expertise in designing and implementing many cloud solutions. In fact, the technical team has expertise across the entire IT infrastructure stack: servers, storage, networking, virtualisation, databases, software applications, private cloud, public cloud, hybrid cloud, cloud security, DevOps and SysOps. As an organisation, it understands traditional IT, hybrid IT, private, public and hybrid cloud.

Crimson Cloud IP Built on Citrix Technology

According to Arunchalam S., Vice President Technology Solutions for Frontier and Crimson Cloud, Citrix is a key partner.

"We have worked very closely with Citrix to incorporate its solutions into the development of a unique industry offering for enterprise cloud. The team has built 12 specialist services all based on our own IP and we are very proud of this outcome. This is key to why customers come to us."

The journey to the cloud in India has been primarily led by the mid-market, with enterprise lagging in cloud adoption levels. However now as on-premise hardware for many firms requires refreshing it is providing an opportunity for both IT and management teams to review the technical, business and financial benefits of cloud adoption.

Arunchalam S. continued: "Major cloud providers have now established data centres in India, removing the issue of geography and data security from the decision into cloud migration. The cloud has matured and the tools and services from Citrix complement the cloud services we have ourselves developed.

Crimson Works Re-Invents DaaS for Indian Enterprise

With the Crimson Cloud goal to enable better cloud adoption and a range of niche services, the development team crafted India's first Desktop-as-a-Service (DaaS) offering based on Citrix XenApp and XenDesktop solutions.

Crimson Works is a DaaS and provides organisations with anytime, anywhere, any device access to business applications, data, communications and IT services. Crimson Works DaaS is a complete, enterprise-ready cloud solution delivered as a managed service. It comes with a predictable, pay-as-you-go monthly billing and provides enterprises with a better approach to IT. It is simple, flexible and affordable.

"We are finding the alignment of the Citrix virtualised desktop in the Azure cloud providing huge traction for the years ahead," outlined Arunchalam S. "Enterprise IT managers need a nimble solution to deliver a secure managed and hosted mobile work-space solution to deliver business applications and productivity tools to employees anywhere, with any device."

Innovative deployments with Citrix solutions

The transformation benefits of Citrix technologies can be seen across a range of complex and complicated implementations. These include:

Retail —

REBO™, one of India's premier outsourced back-office solution providers for the retail industry needed to ensure its large data sets were operating in a fully secure, high-performance and mission-critical scalable network. End user performance from any location was a concern, as well as IT infrastructure cost management.

The company evaluated Crimson Cloud's Crimson Works offering around the ease of access (from anywhere, any device — anytime) and application performance — speed, latency around large data sets, and performance of spreadsheets (with large amounts of rows of data). Following a short but highly successful proof of concept, Crimson Works was implemented. Built on Microsoft Azure infrastructure it uses the Citrix XenApp and XenDesktop technologies to provide secure access and improved user experience. The solution is provided as a managed service from Crimson Cloud to ensure that in-house IT teams do not have to deal with desktop and laptop management. For REBO™ the outcome as a rapidly growing start-up was excellent, delivering low latency, 100 percent uptime and greatly enhanced data security.

Manufacturing — An Indian manufacturing enterprise selected Crimson Cloud to migrate its entre data centre and desktop environment Crimson Works. Built on Microsoft Azure infrastructure it uses the Citrix XenApp and XenDesktop technologies to provide secure access and improved user experience.

The business was expanding rapidly, and the company faced two key challenges moving forward — the security of its data, plus growing IT costs. Its goal was to move from a capex to an opex model and it needed a cloud services partner with the right skills to analyse and facilitate this move.

The manufacturer realised it was becoming more difficult and expensive to hire the appropriate IT skills and experience internally and agreed public cloud was strategically more convenient for its future. Crimson Cloud helped the manufacturer migrate to a cloud platform and virtualised desktop environment that could re-direct investment from the IT budget to the business and helped restrict IT distractions for the existing team. The platform agnostic user interface was more user friendly across its office network and business continuity was in-built into the cloud environment. A bonus is the manufacturer could operate more effectively with a leaner, faster IT organisation.

Citrix technologies to drive cloud initiatives

It's an exciting time to be in the cloud industry and to be driving a new way of being in the cloud, says Arunchalam S. "There are a lot of smart cities here in India with eGovernment cloud initiatives and we welcome significant growth in this area. It is a revenue stream we are actively pursuing."

Crimson Cloud is also not resting on its laurels. The cloud player plans to launch its first DevOps practice and expand with another 30 IT experts in the near future.

"We are aiming to raise the bar on our partnership levels and commitment to cloud with our core group of strategic partners in the next 12 months. This is great news for our existing customers and prospects as we have built the best cloud ecosystem for successful cloud adoption. Crimson Cloud is the partner to deliver on the right level of infrastructure, managed services partnership expertise, tools and technology that is vital for efficient and cost effective cloud environments."

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