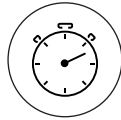


Resolves customer issues in four days instead of seven



Reduces the number of missed SLAs to customer by 75%



Enhances the knowledge of VMware technology within the operations team

# MDI Resolves Customer Issues in Half the Time With VMware Premier Support



Micro-D International, Inc, (MDI), an information and communications technology solutions provider in the Philippines, has been managing private clouds for enterprise customers. One of its largest enterprise customers is running Tier 1 apps on its managed private cloud, and any downtime will disrupt the customer’s ability to provide services to millions of end users, resulting in financial penalties for MDI.

To reduce the number of missed service-level agreements (SLAs), MDI subscribed to VMware Premier Support™. This provides MDI with priority access to senior-level VMware technical engineers, who help the team to troubleshoot and resolve issues faster.

## More high-level support needed

Starting as a systems integrator in 1988, MDI has become a digital transformation partner of government agencies and leading enterprises in the telecommunications and banking sectors in the Philippines.

The 700-strong company spearheaded many firsts in the local industry, including the first nationwide internet protocol-based networks in the 1980s, the first broadband wireless telecoms company in the late 1990s, and the first managed private clouds and fully digital bank branches today.

Founded in 1988, Micro-D International (MDI) is an information technology solutions provider and strategic consultancy firm that collaborates closely with partners to design, integrate, and maintain infrastructure for cloud computing, network and security, big data analytics, and managed services.

### INDUSTRY

Technology

### HEADQUARTERS

Manila, Philippines

### VMWARE FOOTPRINT

- VMware vCloud Suite® Enterprise
- VMware vRealize® Suite Enterprise
- VMware NSX® Data Center
- VMware vSAN™
- VMware Premier Support™

“We’ve moved from providing CapEx solutions to becoming enablers for our customers, so they can create new revenue streams and differentiate themselves from the rest of their competitors,” said Marco Fernandez, Director, Product Management, MDI.

“We provide managed private clouds for the enterprises so they can offload the worries and burden of operating a cloud environment to us, and they can focus on their business.”

MDI, a VMware Cloud Provider™, relies on VMware vCloud Suite® Enterprise, VMware vRealize® Suite Enterprise, VMware NSX® Data Center, and VMware vSAN™ to operate the managed private clouds, which have an SLA of 99.99% uptime.

“Every minute of downtime is lost revenue, so the critical environment needs to be stable. We chose VMware because of its track record, technology, a comprehensive portfolio and the support structure,” said Fernandez. “VMware technology is far ahead of competition.”

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“VMware Premier Support gives assurance to our enterprise cloud customers because it is a collaborative effort between VMware and MDI to give them the best support. We certainly do see value in it.”

MARCO FERNANDEZ  
DIRECTOR, PRODUCT MANAGEMENT, MDI

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MDI has been helping a large enterprise customer classify its applications into various tiers, with a platform for each tier. The mission-critical Tier 1 apps were put on MDI’s managed private cloud. If any of the Tier 1 apps goes down, the customer will not be able to provide services to its millions of end users, leading to lost revenue and service disruptions. This would in turn result in financial penalties for MDI.

With so much at stake, MDI wanted to do more than just respond to incidents. It wanted to be able to proactively monitor the cloud environment and conduct in-depth troubleshooting. It needed something more than VMware Production Support.

### Getting to the root cause

To ensure it could solve customer issues quickly, MDI decided to subscribe to VMware Premier Support™, making it the first organization in the Philippines to do so.



MDI wanted the level of engagement that Premier Support provides such as priority access to senior-level technical support engineers, who can provide expert assistance and speed issue resolution, as well as an Account Services contact that is familiar with its team and environment, and will work with the team to provide support request and critical situation management.

Given that most of the support tickets created by the enterprise customer are incident-related, MDI can look to Premier Support to provide root cause analysis and deeper troubleshooting of the issues.

Moreover, the aggressive target response times under Premier Support can help minimize downtime. For example, the initial target response time for Severity 1 issues is within 30 minutes, 24x7. For Severity 2 issues, the target response time is within two hours, with additional business hours for weekend coverage.

“VMware Premier Support gives assurance to our enterprise cloud customer because it is a collaborative effort between VMware and MDI to give them the best support,” said Fernandez. “We certainly do see value in it.”

### Resolving issues quicker

After MDI subscribed to Premier Support, the immediate benefit was a much quicker response time, due to the dedicated Account Services contact. Because the VMware contact is familiar with the company’s virtual infrastructures, the MDI team could dive straight into the incident or issue, and resolve issues faster while minimizing the impact on the customer.

And with the priority access to senior-level technical engineers, MDI’s mean time to resolve (MTTR) went from seven days when using conventional call center support to three days with Premier Support. As a result, the number of missed SLAs went down by 75%, enabling the company to minimize any financial penalty. Depending on the contract, the penalty for missed SLAs could range from \$30,000 to \$100,000 a month.

“It’s really improved the numbers,” said Fernandez. “We can always count on the Level 3 support to guide us with the troubleshooting and recommend how to move forward.”

Level 3 services are provided by VMware to resolve problems that cannot be resolved by the partner and requires product design knowledge or expertise to isolate and resolve the problem. Working alongside the senior-level VMware engineers also gives the MDI team the opportunity to enhance their knowledge of the cloud technologies.



“Having Premier Support gives our customer confidence in the infrastructure in our data centers,” said Fernandez. “It also gives us the confidence to service customers that would require this level of support.”

### Looking ahead

MDI is currently in talks with another enterprise customer for its managed private cloud service. As the customer operates in the finance industry, where downtime will result in loss of income for end users, MDI is planning to subscribe to Premier Support for the project to ensure they can resolve issues swiftly.

“At the end of the day, we want to ensure tight collaboration between the customer, MDI as the service provider and VMware as the technology provider, so that we can work together to get things done,” said Fernandez.



MDI is now resolving customer issues in half the time with **#VMware** Premier Support.