Magnet 360 delivers flexible, secure cloud solutions

Magnet 360 takes advantage of the flexibility of the cloud while also ensuring security and availability by choosing Dell Cloud Manager

Magnet 360 is a marketing agency network that provides integrated marketing strategy and solutions to its clients. Sometimes the duration and response rates for the marketing campaigns are not known or include a great degree of variability. Therefore, many of Magnet 360's clients require flexible, low-cost, secure IT infrastructure for their campaigns. For help ensuring the security and availability of its solutions, Magnet 360 turned to Dell.

Turning to the cloud

Two new clients had turned to Magnet 360 for a complete solution: one required an intensive loyalty application while another needed a scalable ecommerce solution. Magnet 360 was to develop and host these new solutions.

Magnet 360 chose Amazon Cloud to deliver the cost-effective, flexible infrastructure their clients required. "Cloud computing was definitely an intriguing option for these clients," commented Dan Mallin, Managing Partner at Magnet

360. "The ability to scale up and down on demand helps to keep costs down and enable quick reaction."

Scalable and secure solution

However, the new Magnet 360 clients required more than low cost and flexible; they also needed high reliability and tight security for the personal, sensitive information of their own clients. Magnet 360 evaluated its options to meet these requirements and discovered Dell Cloud Manager.

Cloud Manager enables organizations to deploy and manage enterprise-class applications across private, public and hybrid clouds, securely and efficiently. Governance is easy with the solution's flexible access controls, logging, financial controls, and integration into your internal management systems and access directories. Automation tools like auto-provisioning, auto-scaling and automated backups reduce risk and ensure efficiency. And Cloud Manager supports all leading cloud providers

Customer profile

magnet 360

Company	Magnet 360
Industry	Services & Consulting
Country	United States
Employees	100
Website	www.magnet360.com

Challenge
Magnet 360 needed to deliver loyalty and ecommerce applications to its customers with the cost savings and flexibility of the cloud, but also with security and reliability.

Solution
With Dell Cloud Manager, Magnet 360 now delivers cloud solutions with the availability, security and flexibility required by its clients.

Benefits
- Enabled re-architecting of client solutions in hours rather than weeks
- Ensured the security of personal information collected by clients
- Enabled the cloud infrastructure to scale on demand instead of requiring days of work
- Delivered peace of mind that the infrastructure is secure and reliable

Application areas
- Data Center and Cloud Management

Solutions featured
- Dell Cloud Manager

"Dell Cloud Manager provides us and our clients with the peace of mind that the infrastructure is secure and reliable."

Dan Mallin
Managing Partner

and configuration management tools, keeping your cloud deployment agile and flexible.

"Cloud Manager is the only solution that can meet our strict security and reliability requirements in the Amazon Cloud," stated Scott Litman, Managing Partner at Magnet 360. "Their security architecture and clustering system provides the comfort that the cloud infrastructure is solid and will meet our future client requirements."

Dell worked with Magnet 360 to deliver the cloud management solution and helped transition the client applications into the Amazon Cloud. Cloud solutions for the Magnet 360 clients have included a variety of infrastructures, including both Windows and Linux-based solutions. For one of the client solutions, the infrastructure was an advanced deployment that included multiple firewalls, application servers, database servers, load balancers and ERP integration.

Turning on a dime

One of the major benefits with cloud computing is the ability to turn up and down the elastic IT infrastructure services as business demands. "With Cloud Manager we can re-architect and respond to clients in a matter of hours instead of weeks, saving us time and money," commented Litman. "One of our customers saw larger than expected demand, and with Cloud Manager the process to deploy new servers and other infrastructure helped us easily keep ahead of the demand."

Onward and upward

Magnet 360 sees a bright future with Dell and cloud computing. "Cloud computing provides us with the ability to deliver on new client needs in a cost-effective, flexible way," commented Mallin. "Cloud Manager provides us and our clients with the peace of mind that the infrastructure is secure and reliable."

About Dell Software

Dell Software helps customers unlock greater potential through the power of technology—delivering scalable, affordable and simple-to-use solutions that simplify IT and mitigate risk. This software, when combined with Dell hardware and services, drives unmatched efficiency and productivity to accelerate business results. www.dellsoftware.com.

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