



#### Online Advantage



Established in 1990, Online Advantage is a dynamic and successful Australian company that develops, distributes and

implements the dual award-winning suite of software. With a high quality team supporting over 750 sites worldwide, Online Advantage has enjoyed steady growth of its client base throughout Australia and the Asia Pacific region.

Online Advantage is a range of business management software packages assisting small and medium-sized organisations with manufacturing, distribution, finance, eCommerce and reporting.

Website: [www.onlineadvantage.com.au](http://www.onlineadvantage.com.au) Tel: +61 2 9966 5544

#### RDA Group



RDA Group is a services and support lead IT firm providing organisations with infrastructure management and business systems. A trusted advisor and provider of all IT requirements, RDA Group's strength lies in their ability to provide national support across a range of products, specialising in virtualisation, storage and other associated network solutions. Depending on the customer's needs, RDA Group can provide a complete outsource service, or specific and customised services to augment those already existing within an internal IT team.

Website: [www.therdagroup.com.au](http://www.therdagroup.com.au) Tel: 1300 554 535

#### Pacnet



Pacnet is the Asia Pacific's largest independent telecommunications provider, delivering Internet and communication solutions with award-winning service

and support. Unique in our Asia Pacific presence we are ideally positioned to help Australian small and medium-sized businesses expand throughout the country and across the world.

Dedicated to enhancing the work and lifestyles of business Internet users, Pacnet provides a comprehensive range of solutions including: Internet access technology, private network solutions, web hosting, colocation and dial-up. Our value added services include managed security, network monitoring and roaming solutions to assist businesses in the complex, always-connected world of today.

## Online Advantage Achieves Infinite Scalability With Pacnet Co-location

From inception, Online Advantage sold their business management software solutions the traditional way – supplying their end users with licences for a software package which was loaded onto their own computer equipment. The user would then be responsible for the ongoing maintenance of the equipment.

Recognising that their customers would rather focus on their businesses than their software solutions, and also identifying the potential of Software as a Service (SaaS), Online Advantage made the bold move to begin delivering their software in an online subscription model.

Rob Ellis, CEO of Online Advantage said, "Given the level of technologies available in 2002, we had to start with one server, fill it up with our customers' data, and then add further standalone servers as each one became full. This was our only choice in the beginning and it offered very little redundancy."

### The Challenges

Online Advantage was being stifled by a lack of redundancy and scalability in their hardware. When a server would fail, or require planned maintenance, customers on that server had no contingency plan – their only option was some outage time.

Mr Ellis adds, "With the emergence of faster servers, greater bandwidth capacity and the ability to build fail-safe infrastructure, we realised in late 2008 that it was time to look at the new options available. We needed a more stable, efficient and highly-available facility for the same or reduced investment."

## The Solution

To solve their hardware issues, Online Advantage needed a highly-available virtualisation solution that allowed redundancy and scalability by utilising VMware, multiprocessor technologies, fully-redundant switching and firewalling technologies.

To be able to deliver services, they needed a network solution that would allow secure connectivity to their server hosting facility. They also needed private subscriber connectivity into the network for each of their customers to keep sensitive commercial data secure from others. A final requirement of the network was a choice between various carrier networks for redundancy in the case of a service outage.

Pacnet was able to provide a networking solution, and to ensure a smooth hardware integration they introduced RDA Group, a Pacnet Partner and specialist in virtual hardware solutions.

Mr Ellis said, "We already had experience with Pacnet's DSL connections and were impressed by their responsiveness compared to other providers in the marketplace, so we decided to look at their dealer network. We not only wanted someone who had the technical expertise but we also wanted someone who had the experience of working together with Pacnet so we could be sure of a smooth roll out."

With RDA Group taking care of the virtualisation, Pacnet provided reliable infrastructure and connectivity through hosting the solution in a specialised data centre. The company also offered a fully redundant and scalable MPLS network and managed network hardware. The redundancy options were facilitated through Pacnet's unique carrier diversity at the last mile.

By configuring 'mother and child' tails into the private network, Pacnet was able to allow universal network visibility for Online Advantage (the 'mother') and secured access via a private tunnel for their customers (the 'children').

"Our ultimate solution was to implement an environment where redundancy and scalability was built in. We also needed something that could start relatively small and grow as we added more hosted customers. Uptime was crucial and response to any issues was of paramount importance", said Mr Ellis.

Online Advantage wanted to make sure they didn't find themselves needing to again implement a new system in seven years' time, so scalability ranked highly on their list of requirements. The Pacnet Private Network answered this with its infinite scalability. To guarantee uptime, Pacnet provided Cisco hardware with their Smartnet back-up service, which replaces a router within two to four hours in the event of fault or failure. This was also supported by industry-leading Service Level Agreements.

With glowing reviews of both RDA Group and Pacnet, Mr Ellis reported, "RDA was able to put a team together to assist with a design approach that fully met our criteria. From introduction to conclusion, RDA Group

had our system up and running and fully tested within eight weeks.

"Pacnet's ability to respond to our customers with effective quotes for data lines and their product suite which included email and phone solutions was great. We also liked their partnership with Cisco which allowed them to deliver the highest quality hardware.

"We would definitely work with both organisations again in the future. With referrals, the proof is in the pudding – we've already recommended both to other organisations!"

Both Pacnet and RDA Group also had glowing references for their ability to work together for the benefit of the end customer. Nigel Stitt, National Sales Manager for Pacnet said "We never hesitate to introduce RDA Group's services into a solution. As a VMware Authorised Consultant (VAC), they specialise in providing and maintaining virtualised environments to multiple industries around the country. It is for this reason that they were awarded the highly sought-after Dragon status in the Pacnet Partner Program. Only the best and most strategic partners are recognised as top-tier Dragons and this represents a level of integration with Pacnet that ensures our mutual solutions will most effectively meet the needs of Australian businesses."

Martin Harris, Director of RDA Group said, "Right from the start of the project through to completion and go-live date, Pacnet and RDA Group had to work closely to ensure the virtualisation solution was compatible with the communications and networking.

"Pacnet is always a pleasure to deal with and they were more than happy to adjust the configuration as required on the fly. Their on-site technicians carried out all tasks in a professional manner and were great representatives for the company. They were willing to lend a helping hand whenever we required assistance."

## The Future

Looking forward to future expansion plans, Mr Ellis says, "We hope to build on what we have. To begin to use our (now) more powerful facility to offer additional services to our customer base. These will be SaaS options along the lines of disaster recovery and also 'sandboxes' for testing new systems.

"Our new set up from RDA Group and Pacnet is a great base that's built with the idea that it is scalable for expansion. Faster communications and communications redundancies are allowing us to offer more reliable connectivity and do more for our customers.

"Both companies have the bandwidth to offer us additional facilities as we require them, and Pacnet's Asia Pacific presence is perfect for our future growth plans for that region. The cream is the strong working relationship between RDA Group and Pacnet. We know we can focus on developing our application, while they handle the rest of our infrastructure and support requirements."

**Contact a Pacnet business communications specialist for a network tailored to the needs of your business.**

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