

CLOUD SERVICES/LAYER 2 DIRECT CONNECT

## LEWAN CORNERS THE CLOUD MARKET WITH CLOUD-BASED OFFERINGS FUELED BY FACTION'S CLOUD

Lewan Technology integrates Faction into its managed services offerings to deliver high performance and infrastructure expertise to its clients.

### Challenge

Lewan Technology, a division of Xerox Corporation, is a managed services provider that has been supporting the Rocky Mountain region since 1972. Lewan's IT services team offers a single source for business technology consulting, implementation, managed services, support and supply needs. The company desired to enter the service provider cloud sector free of competition, while preserving its customer base from start to finish. Lewan knew that sometimes third party cloud providers tend to compete with their partners so its team wanted to make sure they established the right relationship. Furthermore, Lewan did not have the resources to hire, train and retain skilled cloud technicians to manage operations or invest in the substantial CAPEX needed to build the cloud platform. The company was searching for a boutique cloud provider with strong customer support, engineering expertise and an enterprise-class, highly available solution platform.

**“IT'S WHATEVER WE NEED IT TO BE;  
WHATEVER WE WANT IT TO BE FOR  
OUR END CUSTOMERS.”**

**JUSTIN FIELDS**  
DIRECTOR, BUSINESS PROCESS



## **Solution**

Lewan signed on with Faction as the company's first white-label partner in 2010 and rapidly entered the cloud marketplace in just a few days with zero CAPEX. Faction provided comprehensive training to the Lewan sales team so representatives could sell the services independent of Faction. Since Faction sells exclusively to service providers, there was zero chance that Faction would compete against Lewan in any deal. Lewan's first call NOC provides on-going support, as well, as all contracting vehicles reside within its brand, ensuring that all customer and prospect relationships are preserved. Faction's no-compete policy and its extensive sales enablement program were two of the key factors in Lewan's selection.

In addition, Lewan chose to partner with Faction because it was important they work with a boutique cloud company that maintains strong customer service, while still delivering groundbreaking and innovative service offerings. If needed, Lewan knows its team can reach a dedicated Faction representative 24 hours a day, seven days a week.

Aside from the superior customer support that Faction provides, Lewan was also impressed by Faction's patented Layer 2 Direct Connect technology. Faction's Layer 2 topology provides Lewan rapid and seamless on-ramps to every Faction cloud location. More importantly, the technology allows Lewan to bring its network as-is. No changes are necessary (to IP subnets, firewalls, routers, vPNs and vLANS) in order to plug into the Faction cloud, resulting in faster migrations and less complexity than typical cloud deployments.

## **Results**

Lewan was the first company to white-label Faction's cloud and has remained a partner ever since. By delivering its unique managed service portfolio atop the Faction cloud platform, Lewan is able to focus on the managed services needs of its customers, while outsourcing infrastructure matters to Faction. The very nature of its Faction partnership is appealing—cloud infrastructure becomes part of Lewan's brand, product portfolio and overall value proposition. As a result of Lewan's Faction-fueled cloud, the provider has seen exponential growth of its managed service product lines.

"With Faction, we can mold the solution into whatever we want it to be. Maintaining full control and deep access into our virtualization platform has really benefited us," commented Scott Pelletier, Chief Technology Officer at Lewan Technology. "Relying on a Faction-fueled cloud infrastructure allowed us to focus on our managed services core competency, which makes it much cleaner for our clients' experience. Faction also enables us to tailor our cloud, unlike a lot of other service providers who don't have true customization capabilities."

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**"FACTION IS BUILT INTO OUR MANAGED SERVICES OFFERING. IN DOING SO FACTION BECOMES INTEGRAL TO THE SERVICES WE DELIVER TO OUR CLIENTS AND HOW WE SOLVE OUR CLIENTS' NEEDS."**

**SCOTT PELLETIER**  
CHIEF TECHNOLOGY OFFICER

### No-Compete Policy

- » Faction will never compete with its partners or service providers - guaranteed. If you don't make money, Faction doesn't make money. It's that simple.
- » Marketing resources, extensive training, lead generation support and other sales enablement tools are readily available to help you rapidly sell cloud services.

### Adopt Your Own Cloud Practice With Cost Savings

- » Avoid CAPEX and save on OPEX.
- » Instantly gain cloud nodes in eight geographies worldwide.
- » Receive exceptional IT performance by leveraging the magnitude of Faction's cloud –so powerful that a single VM can handle up to 1.5TB RAM, 1000,000 IOPS and 64 Cores.
- » Blended Internet dramatically reduces latency, while dedicated links ensure extreme intra-cloud performance; available coast to coast in less than 40 milliseconds.

### Control/Deep Access

- » Faction gives customers full control of their cloud services through a dedicated, branded virtualization management portal.
- » With Faction, you have all the performance, reliability, scalability and deep access that got you excited about IAAS cloud computing in the first place.

### Patented Layer 2 Direct Connect Network

- » Plug-in your network as-is and bring your own subnets, vLAN topology, router, firewall, and VPN architectures.
- » Seamlessly interconnect all private, public and on-premise cloud resources.



**“LEWAN IS THE PERFECT EXAMPLE OF AN IDEAL SERVICE PROVIDER PARTNER. THEY ARE ALREADY EXPERTS IN THEIR FIELD; FACTION’S JOB IS SIMPLY TO MAKE THEM SHINE EVEN BRIGHTER BY ENHANCING THEIR UNDERLYING INFRASTRUCTURE PERFORMANCE. THE FACTION CLOUD WAS BUILT FOR SERVICE PROVIDERS, BY SERVICE PROVIDERS, MAKING IT SIMPLE TO IMPLEMENT AND MAINTAIN OVER THE COURSE OF MANY YEARS. LEWAN HAS REALLY EMBRACED THE FACTION CLOUD AS ITS OWN AND HAS A STRONG HANDLE ON THE INFRASTRUCTURE BEHIND IT.”**

**LUKE NORRIS**  
**CHIEF EXECUTIVE OFFICER**  
**FACTION, INC.**

## ABOUT FACTION

Faction is an enterprise-class IaaS cloud service provider offering hybrid and multi-cloud solutions to service providers. At Faction we supply cloud the way you want it with extreme performance, deep control, and broad customization capabilities. When you join the Faction fold, you take back the keys to your kingdom. Rein as supreme commander and chief of your cloud. No compromises. No exceptions.

Faction is the only cloud that offers patented plug-and-play direct connections (via layer 2) into its cloud resulting in huge

time savings (no time spent re-configuring everything)! With Type II SSAE 16 and SOC 1 & 2 compliant cloud nodes in eight geographies across the United States and in Europe (Seattle, Santa Clara, Denver, Chicago, Atlanta, New Jersey, New York, and the United Kingdom), Faction offers both Cisco UCS and Open Compute platforms, is a Platinum-level NetApp Service Provider, and is VMware vCloud® Powered. For more information, visit [www.factioninc.com](http://www.factioninc.com) or call (855) 532-4734.

### OUR PARTNERS

