

Computer Services

Helping clients prepare for the future of work

Blue Ocean Technologies

With Lenovo TruScale Infrastructure as a Service, Blue Ocean unites cloud-like agility and on-premises security in a competitive pay-as-you-go model—helping a major client adapt fast to meet new remote working demands.

Lenovo
TruScale

Infrastructure as a Service



Lenovo

1

Who is Blue Ocean Technologies?

Blue Ocean Technologies is an IT services provider based in Peru and Ecuador. The company offers a range of services, including business continuity, cloud, desktop-as-a-service, digital workspace, and virtual labs. Its mission is to transform and add real value to clients' business processes, helping organizations achieve greater availability, efficiency, security, and stability.



2

The challenge

Blue Ocean launched onto the market in 2019, and soon started making a name for itself. Within a year, the company had won dozens of new clients, and was supporting tens of thousands of end users. Then, the pandemic hit. As companies faced a new reality of remote working, many turned to IT services providers to help them enhance their digital capabilities.

One of Blue Ocean's biggest clients is a leading provider of Business Process Outsourcing (BPO) and contact center services. During the pandemic, the company had to pivot to remote working almost overnight to meet its service commitments. Thousands of employees needed secure access to client systems so they could continue to work uninterrupted from home.

Ruben Vergara, CEO of Blue Ocean, takes up the story: “Our client aimed to deploy a large virtual desktop infrastructure [VDI], comprising an initial 10,000 Citrix virtual desktops and capable of scaling to add up to 500 new users a month. Flexibility was a key requirement: the client works with companies of all sizes; for each project, they need to be able to provision and deprovision large groups of users on demand. Also, as many of their end-customers had strict policies around user access and information sharing, the client needed the VDI environment to comply with very high security standards.”



“As this client had complex requirements and strict security demands, the public cloud was simply not an option. However, we saw that there were elements of the cloud model that fit well with this use case, particularly the ability to flex resources up and down in line with business requirements.”

Ruben Vergara

CEO, Blue Ocean Technologies

Fresh approach, short time-to-value

Blue Ocean determined that an infrastructure as a service (IaaS) platform offered the best way to deliver on its client's demands for flexibility, security, and performance. When it came to selecting an IaaS provider, Lenovo was the company's first choice.

"We have a well-established partnership with Lenovo and in early 2020, they introduced us to TruScale Infrastructure as a Service," recalls Vergara. "In our view, this is a disruptive offering, and an ideal solution for our client's demands."

With Lenovo TruScale, companies can use the latest data center hardware through a subscription-based model. There's no need to purchase the equipment itself, and customers only pay for the infrastructure resources they actually use.

Services

Lenovo TruScale Infrastructure as a Service Process (Discover, Design, Implement, Support, Optimize)
Lenovo TruScale Dedicated Customer Success Manager
Lenovo TruScale Continuous Monitoring, Health Checks and Updates
Lenovo Warranty Upgrade

Software

VMware vSAN
VMware vSphere
Citrix DaaS

Hardware

Lenovo ThinkAgile VX 7000 Series



Working with experts from Lenovo, Blue Ocean designed a hyperconverged infrastructure (HCI) solution for its client's VDI environment. Against a backdrop of supply chain shortages and ongoing disruption from the pandemic, the project team deployed the new Lenovo infrastructure and set up the VDI solution in just 30 days.

The solution includes the Lenovo TruScale Infrastructure as a Service Process (Discover, Design, Implement, Support, Optimize), a Lenovo TruScale Dedicated Customer Success Manager, Lenovo TruScale Continuous Monitoring, Health Checks and Updates, and Lenovo Warranty Upgrade on the services part. Meanwhile, the HCI platform includes 17 nodes of Lenovo ThinkAgile VX 7000 Series appliances, deployed on premises at the client's datacenter in Lima, Peru. The solution is powered by VMware vSAN and vSphere software, with Citrix DaaS used for desktop virtualization. Lenovo Managed Services provides remote monitoring and management of the infrastructure, ensuring maximum uptime.



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“With VDI deployments, sizing and deploying supporting hardware can be a real barrier to entry for many companies. Lenovo TruScale flips that on its head as it’s based on an OPEX rather than CAPEX model. And that’s an incredibly appealing proposition for our clients. Instead of committing to a large up-front investment, they pay a straightforward monthly fee based on actual consumption. It makes the TruScale model very flexible, and that adds enormous value.”

Ruben Vergara

CEO, Blue Ocean Technologies

3

Results

With Lenovo TruScale, Blue Ocean can offer clients the best of both worlds: on-premises security and control together with cloud-like agility and scalability. For its BPO client, the new approach enabled an almost seamless shift to remote working during the pandemic. The company gained the ability to rapidly and flexibly adjust resources, ensuring reliable services for end customers. And as all workloads run in its own data center, the company remains fully compliant with security and data protection standards.

Crucially, the pay-as-you-go model makes a big difference at the client's bottom line, and Lenovo's transparent pricing means there are no unwelcome surprises at month-end.

"We've had instances where we've set clients up on a public cloud and they're given an estimated fee, but when the invoice actually comes in, it's much higher than they were expecting," explains Vergara. "Lenovo TruScale avoids all of that, because there's a transparent payment structure and schedule, so clients know up front what they're going to pay and when."

For Blue Ocean, the partnership with Lenovo TruScale is proving to be equally attractive, helping the company attract many new clients and offer them infrastructure services with an edge.

“We have been experiencing very strong growth, and we can attribute much of it to the great value proposition that Lenovo TruScale allows us to bring to clients,” says Vergara. “Those same clients are much happier too, because they enjoy a service that’s very reliable, flexible, and performant, all for an attractive price. In fact, our average net promoter score [NPS] has risen to 92%, which is very good. In Lenovo, we have found a partner who we can count on to drive great results for our business into the future.”



Supports over
2,000 VDI users



Up-and-running in
just 30 days



Pay-for-what-you use
pricing keeps costs low



Contributed to 92%
NPS for Blue Ocean



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“When I was first introduced to Lenovo TruScale, I honestly thought that it sounded too good to be true. But our experience with Lenovo has confirmed that the solution really does deliver what it promises. And the truth is that it works very, very well.”

Ruben Vergara

CEO, Blue Ocean Technologies

Why **Lenovo**?

Partnering with an established technology provider like Lenovo has proven to be a big advantage for Blue Ocean as the company establishes itself in the IT services space, both in its domestic market in Peru and internationally.

Vergara comments: “We work almost exclusively with large multinationals and enterprises, who prefer globally recognized brands. So, when it comes to choosing strategic partners, we’ve been careful to go with companies that are leaders in their space. For infrastructure solutions, that means we’ve partnered with Lenovo from the start, and we don’t work with anyone else. Lenovo has a well-earned reputation for quality and professionalism—and we’re able to build on that to strengthen our own brand, which is a win-win for us.”



How Do You Transition Rapidly to Remote Operations?

Uniting cloud-like agility and on-premises security in a competitive pay-as-you-go model with Lenovo.

[Explore Lenovo TruScale](#)

**Lenovo
TruScale**
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