P&R Dental Strategies promotes sustainable growth with complete cloud transformation.

SOLUTION: IaaS and DRaaS

P&R Dental Strategies, a premier dental informatics company and SaaS provider, aims to transform dental network management and improve the quality, efficiency, and effectiveness of patient care. To that end, it chose iland, now 11:11 Systems, to help upgrade, manage, and maintain its IT infrastructure in the cloud.

Client Profile

P&R Dental Strategies is a premier dental cost containment SaaS provider, delivering dental claim reviews, dental claim analytics, and compliance solutions to the largest healthcare and dental insurance providers in the U.S. With one of the largest dental databases in the nation, P&R Dental transforms the way employers, dental benefits vendors, health plans, and government payers manage their dental networks. It provides clients with the tools and expertise to understand, monitor, and optimize utilization with the ultimate goal of reducing fraud and improving the quality of dental care. For more information, visit: www.pandrdental.com.

Looking to the Future with [11:11 Systems]

During the go-to-market strategy discussions for its new, informatics-focused application, "DentSource," P&R Dental Strategies faced a critical crossroads. Should it continue investing in its self-managed, existing infrastructure or instead move to a managed cloud environment?

As someone with a keen eye for the future, Shaju Puthussery, VP of information technology and engineering at P&R Dental, surmised that the best course of action would be to avoid the headaches of managing and maintaining the company's IT infrastructure in-house, and instead lean on the experience, reputation, and expertise of a cloud service provider like [11:11 Systems]. Puthussery recognized that scalability was becoming both a concern and a goal for a company that was on the verge of tremendous growth. In fact, scalability became a pivotal point in determining the right architecture for the company's next IT environment.

CHALLENGES:

- Aging on-prem infrastructure
- Need for secure and reliable access to data
- Desire for trusted, like-minded IT partner
- Need for flexible and scalable solution
- Strict industry compliance requirements

SOLUTION:

- 11:11 Cloud
- 11:11 Disaster Recovery as a Service (DRaaS)

BENEFITS:

- Scalability to support company growth
- Seamless integration with company's existing legacy systems
- Cost savings on hardware and maintenance
- Increased visibility with 11:11 Cloud Console
- Continuous data availability and business uptime

PROFILE:

- Size: SMB
- Industry: Life Sciences/Healthcare

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"We estimated how quickly the growth of new clients would be using our DentSource application which requires large bandwidth, considerable storage space, and high-computing power for faster processing," Puthussery said. "The ability to scale that aspect of the business using [11:11]'s VMware-based cloud was crucial for us."

Cost optimization was also an important element to consider. The financial commitment and human effort required to maintain hardware is a burden on any company that would rather focus on growth and the quality of services it's providing to its customers. Puthussery recognized that [11:11]'s private cloud presented long-term financial benefits considering the lifecycle of most hardware.
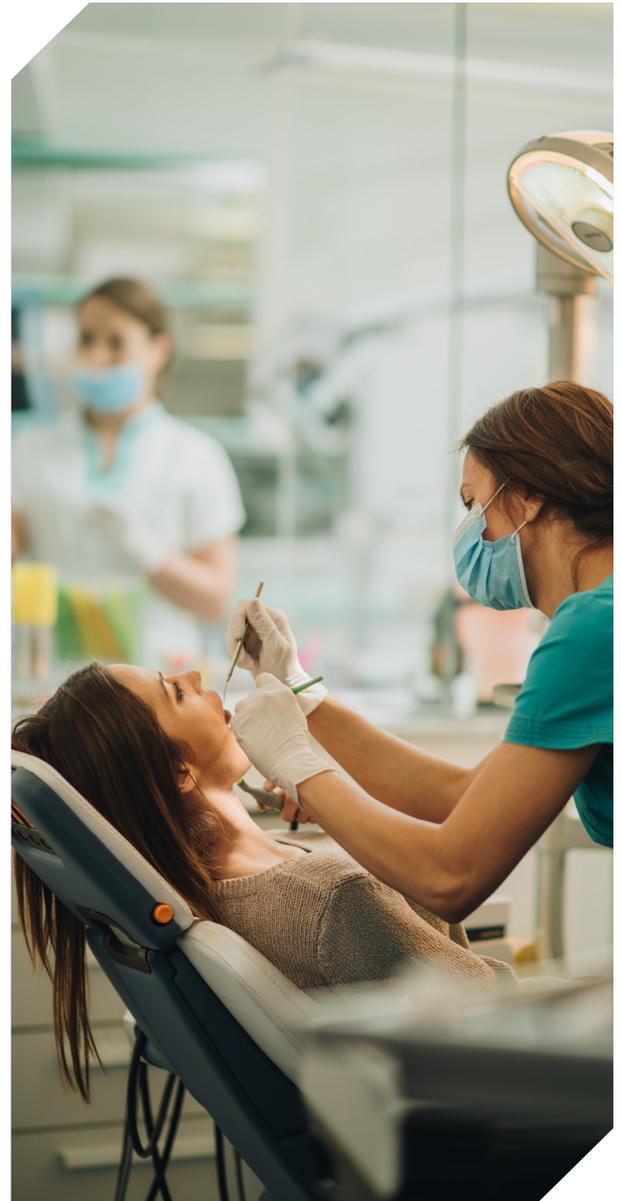
Compliance and Confidence in the Cloud

Since initially bringing the DentSource application to market, the company has grown significantly. Because many of its customers are large public entities operating within the healthcare industry, security, and compliance play significant roles in P&R Dental's business. The company must ensure it is compliant with HIPAA and undergoes regular security audits which [11:11] cooperates on and assists with.

As P&R Dental considered a move to the cloud, many questions surfaced but the answers further cemented the company's relationship with [11:11]. It became evident that virtualization was the way to go and that cloud computing was appropriate, but concerns still lingered.

"We had many concerns because we needed to integrate the new system with our existing applications running on SQL 2003 and Windows 2003 operating system. We had high expectations and many unanswered questions going into a virtualized environment because we were not sure how it would work in terms of compatibility with our existing environment," said Puthussery. "We were migrating from a legacy system in which we had many products to deploy. [11:11] was able to design a well-architected system for us with a highly successful phased migration plan."

The [11:11] team was able to answer Puthussery's questions about virtualization, detailing the advantages of a VMware deployment and even running a trial implementation to ensure compatibility with P&R Dental's old IT landscape. In the end, it was clear to Puthussery that [11:11] and VMware were the right combination for P&R Dental — one which offered the flexibility and security the company needed.

"Two years ago, even though we had been using the Windows Operating System we did not have a clear understanding in terms of cloud computing or what would be a good fit for our existing environment. We were skeptical about VMware because we had limited knowledge at the time," said Puthussery. "[11:11] came to us with a lot of information regarding the technology and addressed the concerns we had about compatibility and synergy. We tried out the solutions to make sure our legacy application would work in [11:11]'s VMware-based environment. The success of that test run played a key role in our decision."

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> "It's important to have a personal touch in today's virtual business world. We needed someone to walk us through this journey and [11:11] provided that for us. Migrating to a VMware-based cloud infrastructure was a learning experience for us but we are very satisfied with our decision."

Shaju Puthussery, VP of IT and Engineering

Reaping the Rewards of Cloud Adoption

Thanks to [11:11]'s virtualization expertise and knowledge of VMware products, P&R Dental was able to seamlessly transition and deploy its infrastructure in the cloud in a manner that works in sync with its original Microsoft platform and its SQL servers.

Currently, the company runs a number of applications on eight segregated virtual environments within [11:11]'s managed private cloud infrastructure. Among other capabilities, the company is able to utilize Windows Active Directory in combination with its CRMS online claims review system, Pronto, its real-time request processing tool, DentSource, and Active Data for fast data collection and rendering. The segregated datasets are deployed as an application using the analysis features of a SQL server. P&R Dental is also leveraging [11:11] for all its internal IT systems. [11:11] also provides annually-tested disaster recovery and business continuity for the company's entire IT environment.

"We have two locations, one in New Hampshire and the other in New York City. We have many developers and programmers on the database side then we have a few administrators operating out of New York and a few staff members accessing our products online," said Puthussery. "The business has grown since our [11:11] deployment. We have signed up a considerable number of new clients."

With 94 percent of its operations now in the cloud, P&R Dental is reaping the benefits of cost savings and has reduced the daily headache of managing, maintaining, and upgrading its IT infrastructure. Thanks to [11:11]'s knowledgeable team, the company was able to focus on its business instead of worrying about hardware purchases and maintenance, and resourcing an IT team. It was able to redirect its CAPEX into resources that put the focus on its clients and to bring innovative solutions to market faster with more efficiency.

"It's important to have a personal touch in today's virtual business world," said Puthussery. "We needed someone to walk us through this journey and [11:11] provided that for us. Migrating to a VMware-based cloud infrastructure was a learning experience for us but we are very satisfied with our decision."

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