



Delta Diversified Reduces IT Workload by Partnering with 11:11 Systems and AWS for Managed Cloud Services



SOLUTION: Managed Services

Client Profile

[Delta Diversified Enterprises, Inc.](http://www.deltadiv.com) is a privately-owned, full-service electrical contractor based in Tempe, Arizona. Founded in 1971, it has steadily grown into one of the nation’s top specialty contractors, widely recognized for its dedicated, well-trained workforce and its commitment to exceptional craftsmanship and safety practices. Licensed and bonded in Arizona as well as Nevada, New Mexico, and California, Delta provides a wide range of commercial and industrial electrical contracting and routine maintenance services to local businesses and general contractors across the western United States. For more information, please visit www.deltadiv.com

The Burden of IT Management: “We Needed Assistance”

Few executives wear as many hats with as much success as Brad Berry. Not only is Berry the executive vice president and chief financial officer at Delta Diversified — a privately owned electrical contractor headquartered in Arizona — but he also manages its IT systems.

While unique, Berry’s acumen as both a business leader and IT administrator is undeniable. Since taking on the latter role in 1998, Berry has overseen the company’s IT journey, from Y2K preparations to virtualization to present day. Under Berry’s watch as EVP, CFO, and head of IT, Delta Diversified has steadily grown into one of the nation’s top-50 ranked electrical contractors, with \$250-300 million in annual revenues. However, managing an organization’s entire infrastructure, especially in today’s ever-evolving IT landscape, is no small feat — never mind doing so while also balancing other key business responsibilities.

Between the dynamic nature of IT and Delta Diversified’s continued growth, Berry knew it would be in the company’s best interest to seek the help of a cloud services provider. His primary concern — as it is for so many IT execs today — was ensuring the continuous availability of Delta Diversified’s critical applications and data.

THE RESILIENT CLOUD PLATFORM

CHALLENGES:

- Need for secure and reliable access to data
- Cost in time and money to manage infrastructure in-house
- Small internal IT team
- Rising threats and risk of unplanned downtime

SOLUTION:

- 11:11 Managed Cloud for AWS
- 11:11 Managed DRaaS for AWS

BENEFITS:

- Continuous data availability and business uptime
- More internal resources available for business innovation
- Simplicity in day-to-day management
- Modern, multi-layered data protection
- Improved performance with lower overall cost
- World-class migration support and Consulting Services
- Decreased time spent on IT responsibilities by 25 percent

PROFILE:

- Industry: Construction/ Electrical Contractor
- Size: Commercial

DELTA DIVERSIFIED CASE STUDY



As the volume and value of the company's data grew, so, too, did threats against it. Berry no longer felt confident in Delta Diversified's ability to properly modernize, protect, and manage its infrastructure in-house. He knew that a single, unplanned downtime event — let alone a major catastrophe — could seriously jeopardize Delta Diversified's entire IT operation and, by extension, the future of the company itself.

"I always worried about our servers going down in the event of a disaster. For example, if we were to experience a serious fire or a tornado or a cyber incident," said Berry. "At that point in time, restoring our operations would've taken at least a week or more via tape backups. It was pretty clear we needed assistance, particularly from a cloud services provider that could step in and manage our day-to-day operations from a secure facility."

Journeying to the Cloud: From Initial Migration to Full-Time Management

Berry was looking for a secure solution that would allow him to avoid the need to purchase and house new hardware. Up until that point, he was managing Delta Diversified's infrastructure — all of its servers, applications, and backups — on his own. But the more the company grew the less feasible that strategy became. Berry liked the idea of not having to constantly update the company's technology infrastructure or perform all the required day-to-day maintenance duties, which had become increasingly time consuming.

After performing a thorough market evaluation, which included talking to sales teams, taking a data center tour, and crafting a new system architecture plan, Berry decided to move forward with 11:11 Systems for its cloud hosting and management needs. This decision, of course, meant migrating Delta Diversified's workloads to the cloud, a notoriously complex endeavor. The company's accounting system, which had a huge software footprint and "lots of moving parts" worried Berry the most.

While cloud migrations are never simple — often bringing unexpected results and unforeseen consequences — the 11:11 transition team alongside 11:11 Consulting Services helped scope Delta Diversified's requirements and limit common migration challenges. When the work was completed, Berry said, he had received more than his money's worth with the implementation team. 11:11 even worked with the company's accounting software representatives and the migration took a few hours, with no issues.

"I was surprised at the level of detail and attention the team members provided me. They were very proactive," said Berry. "11:11 Systems has always taken good care of us. Anything we've needed, they've found a way to get it. It's been a great experience."

Today, all of Delta Diversified's cloud workloads are fully managed by 11:11 Systems, while leveraging the best and largest cloud platform in the world — Amazon Web Services (AWS). With 11:11 and AWS, Berry was able to complete Delta Diversified's journey to the cloud, a process that transformed the company's IT infrastructure and set it up for future growth and success.



**THE RESILIENT
CLOUD PLATFORM**

“We haven't had anything go wrong since we've been with 11:11 and AWS. We haven't had a single outage. It runs 24x7x365 without issues. Our SLA has been kept 100 percent. That reliability has absolutely been our number one benefit since beginning our partnership. With 11:11 and AWS at the helm, hosting, managing, and protecting our data, I'm able to sleep a lot better at night.”

Bradley Berry, Executive Vice President and Chief Financial Officer at Delta Diversified

Secure, Reliable, Fully Managed Cloud with 11:11 and AWS

In addition to cloud migration, Delta Diversified, like most modern businesses, has challenges keeping pace with ever-changing industry trends and best practices. These days, most enterprises have to do more with less because of tighter budgets and talent shortages. Many feel constant pressure, because they aren't able to hire the right IT expertise needed to keep the organization running smoothly.

This is why Delta Diversified, like many organizations, is leveraging managed services to identify key gaps, provide expertise, improve infrastructure, protect data, and address risk across the enterprise. It allows them to adopt new technology at a faster pace, tackle new challenges, and adapt quickly to organizational and economic upheaval.

For Berry, the decision to partner with 11:11 Systems and AWS for managed cloud services, including 11:11 Managed Cloud for AWS and 11:11 Managed Disaster Recovery as a Service (DRaaS), came down to security and resource optimization. With the 11:11 team managing Delta Diversified's entire cloud infrastructure 24x7x365 on AWS, Berry was able to free up invaluable company resources, including his time and attention, and direct them toward driving revenue, reinforcing business innovation, and improving customer experiences. All told, he was able to decrease his IT workload by 25 percent.

Thanks to 11:11's integrated, state-of-the-art platform and AWS's industry-leading cloud technology and global availability,

Berry's IT team can work from practically anywhere, a capability the company didn't have before. For example, when Berry traveled to Europe one summer, he still had access to his accounting, email, and other functions on his laptop via the cloud. The speed of 11:11 Managed Cloud for AWS — namely its ability to move Delta Diversified's heavy load of data back and forth very quickly — also came as a pleasant surprise for Berry. “It's amazing how fast it works,” he said.

Additionally, 11:11's fully managed DRaaS, which leverages AWS Elastic Disaster Recovery (AWS DRS), allows Delta Diversified to reduce risk and protect its data and applications, no matter where they live. Thanks to AWS's unparalleled global reach and 11:11's decades of expertise and experience in data protection and management, the company is able to perform DR tests regularly and easily, while housing its data across a diverse range of geographic locations that remove redundancy and risk.

Above all, Berry praises 11:11 and AWS for its reliability.

“We haven't had anything go wrong since we've been with 11:11 Systems and AWS. We haven't had a single outage. It runs 24x7x365 without issues. Our SLA has been kept 100 percent,” said Berry. “That reliability has absolutely been our number one benefit since beginning our partnership. With 11:11 and AWS at the helm, hosting, managing, and protecting our data, I'm able to sleep a lot better at night.”

THE RESILIENT CLOUD PLATFORM



MODERNIZE



PROTECT



MANAGE

