



## Success Simplified – Perks WW Realizes Distinct Advantages with Expedient IaaS



### ► MARKET OPPORTUNITY

Little Rock, Arkansas-based Perks Worldwide provides innovative business incentive solutions to global organizations in more than 140 countries. Clients in industries such as security, networking and manufacturing rely on the company's SaaS solution, the Perks WW Enterprise Engagement Engine® (E3), to automate incentive programs for both channel partners and research program participants.

The E3 platform simplifies orchestration of market development fund (MDF) programs, supplier rebates, channel rewards programs, and user experience incentives. Utilized by more than 14 million people in 14 different languages, E3 also provides rewards fulfillment on a global scale, integrated fraud detection, and tracking and reporting functionalities.



### ► THE CHALLENGE

As a technology-driven company dependent on the functionality and value of its core offerings, Perks WW invests most of its technical resources into optimizing and improving the feature sets and modules of its platform. While absolutely necessary to the successful operation of the Perks WW platform, daily tasks such as IT infrastructure management, software patching, and firewall configurations are not part of Perks WW's core business. For this reason, Perks WW turns to third-party managed services to address the day-to-day IT needs of the business.

"We rely on managed services to be able to focus on what we do best, which is building our incentives automation platform," Chuck Foster, CTO of Perks WW, said. "Being able to lean on the years of specialized experience and training that a managed services provider brings to the table is integral to our IT strategy."

## SERVICES

### INFRASTRUCTURE SERVICES

Cloud  
Connectivity

### MANAGED SERVICES

Dedicated Firewall Management  
Intrusion Detection System  
Managed Backups  
Server Management & Monitoring  
Push Button DR powered by Zerto  
Unified Log Management  
Unified Threat Management



Before migrating its production workloads to Expedient's cloud platform, Perks WW ran its application on top of leased hardware at another well-known infrastructure as a service (IaaS) provider. Perks WW was also dependent on a variety of managed services from this vendor as well. However, according to Foster, the service level that Perks WW received from its incumbent vendor declined steadily over the contract term to the point that Perks WW didn't have the business agility and flexibility to keep pace with the demands of its growing business.

"We used to have a very high level of service from our previous provider, but it declined over the years," Foster explained. "To address this challenge, I began evaluating other IaaS providers that would provide us with the support we were paying for."

Additionally, Perks WW must also contend with the demanding InfoSec assurances involved in its new client acquisition process. E3 handles significant amounts of sensitive personal and financial data; therefore, the company must provide its clients with robust privacy and compliance attestations that prove the security of its application and underlying infrastructure.

"Security is an important part of our sales process," Deb Broderson, COO at Perks WW, said. "We have millions of dollars flowing through our platform for any particular client, so they want to make sure their money and their participants' data is protected."



## ► THE SOLUTION

Foster initially sought a provider to deliver managed Azure as a service. However, once the Perks WW team further evaluated Azure, its requirements, and its cost structure, a few red flags were raised. Concerns around refactoring, usage level, support, and cost control gave Foster and the Perks WW management team pause.

"With the way our application is architected, migrating to a managed Azure model was going to require a lot of up-front work to ensure that our application would work properly in that environment," Foster explained. "There also didn't seem to be a lot of out-of-the-box support for our InfoSec and compliance needs. Finally, when I started looking closer at the Azure solution, it became apparent that it wasn't going to save us any budget and could possibly cost us even more."

After expanding his search beyond managed Azure providers, Foster discovered that an IaaS provider like Expedient provided the full-featured, turnkey IT solution he was seeking to power the E3 platform.

"When comparing both the managed Azure and Expedient solutions, there were three deciding factors that were most important to me: better infrastructure scalability, better uptime reliability, and a predictable cost model," Foster explained. "Ultimately, we chose Expedient because its solution met these criteria the best."

In addition to relying on Expedient's cloud infrastructure to run its flagship application, Perks WW also utilizes Expedient's disaster recovery as a service (DRaaS) solution, as well as several other managed services such as backups, log management, and hosted firewall with Unified Threat Management to provide comprehensive threat mitigation beyond the firewall.



## ► THE RESULTS

With its move to Expedient, Perks WW has gained enhanced uptime reliability and business agility, a predictable IT budget, and is now much more confident in the security and compliance of its IT infrastructure.

Foster views the continuous availability Perks WW can rely on thanks to Expedient's Push Button DRaaS solution as a huge benefit for the business.

"Having the sub-minute recovery times is definitely an advantage for us," Foster said. "Being able to perform or request a DR test at any time is also very nice. When combined, all of these factors give me a very high level of confidence that if something did happen that we would be up and running in a matter of seconds."

Whereas vendor flexibility and agility was a pain point in the past for Foster, he now enjoys a more seamless relationship with his primary IT infrastructure vendor. He also values the increased business agility and budgeting flexibility that Perks WW now enjoys because of its relationship with Expedient.

"Expedient's flexibility is very much appreciated at Perks WW," he explained. "Expedient will instantly make changes to our infrastructure and is willing to work with us after the fact to figure out the cost difference."

Lastly, Expedient's strong security posture and operational excellence truly make a positive difference for Perks WW.

"As we continue to grow, being able to check all of the boxes on the InfoSec questionnaire we must complete for all prospective clients is very important to our business," Foster said. "Now that we work with Expedient, we can do that much more confidently."



## ► ABOUT EXPEDIENT

Expedient helps companies transform their IT operations through award-winning cloud infrastructure solutions and managed services including disaster recovery, security and compliance, and more. Named VMware's Americas Cloud Partner of the Year and acknowledged in Gartner's Magic Quadrant for Disaster Recovery as a Service, Expedient's solutions and services ease clients' transition to the cloud, enabling them to focus on strategic business innovation while the Expedient team handles operation of the information technology to support it. Expedient's cloud infrastructure is deployed worldwide; Expedient data centers are compliant with a variety of regulatory mandates, including the Health Insurance Portability and Accountability Act (HIPAA) as well as the Payment Card Industry Data Security Standard (PCI DSS). Service Organization Control (SOC) reports are published annually for all locations. Learn more at [expedient.com](https://expedient.com).



## ► ABOUT PERKS WORLDWIDE

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## CLIENT OUTCOMES DELIVERED



### AGILITY

Expedient's responsiveness and flexibility enable Perks WW to quickly deploy new IT resources as-needed, providing the organization with agility to scale rapidly.



### AVAILABILITY

The ease of Expedient's Push Button DR solution allows Perks WW to enjoy continuous availability.



### COST CONTROL

The consistent monthly pricing that Expedient provides to Perks WW enables the company to budget effectively.



### RISK MITIGATION

Expedient's compliance attestations and breadth of security offerings give Perks WW confidence that its clients' sensitive financial and personal data is protected.

## CLOUD TRANSFORMATION DIFFERENTIATED



### FAMILIAR CLOUD ENVIRONMENT

Perks WW avoided the costly and time-intensive application refactoring that an Azure migration would have required by migrating to Expedient's VMware-based cloud.



### OPERATIONAL EXCELLENCE

Expedient's rock-solid security measures and compliance posture help Perks WW gain the trust of prospects and win new business.



### POSITIONED FOR GROWTH

Now backed by Expedient Push Button DR, the Perks WW has gained continuous availability for its Enterprise Engagement Engine®.