SUMMIT

DELL Technologies GOLD PARTNER

veeam Value-Added Reseller Gold

CASE STUDY

How a VMware to Hyper-V Migration Set a Foundation for Growth

National flooring firm Romanoff Renovations puts people on solid ground all day. **Summit returned the favor with a VMware to Hyper-V migration.**

Supported by DELL Technologies GOLD PARTNER veeam

ROMANOFF RENOVATIONS

National commercial & residential flooring installation for Home Depot

SUMMIT PRODUCTS:

- HYPER-V PRIVATE CLOUD
- MANAGED BACKUP

OVERVIEW

A Migration Built for Growth

Romanoff Renovations approached Summit in search of a more responsive managed private cloud provider. We provided our services and then guided them to cost savings and performance improvements. First, we introduced Hyper-V as an alternative to VMware's rising costs. Then, we gave them the "Lift and Shift Plus" treatment: infrastructure migration with a side of optimization. By the end, Romanoff was paying less for more storage and functionality, with a predictable monthly spend.

CHALLENGE

A Trusted Platform at a Rising Price

When flooring company Romanoff Renovations — which handles all commercial and residential installs for Home Depot across **13 U.S. states** — first reached out to Summit, they weren't yet looking for a VMware to Hyper-V migration. The business was just looking for a **more responsive partner** to manage the private cloud supporting its operations across the United States.

Our team at Summit offered the option of a straightforward managed service provider switch, which would give them the 24/7/365 support they were seeking. We decided to show them what was possible.

The only thing better than an always-on-call partner is a partner so reliable you never have to call.

At the time, the company was using VMware for a hypervisor — and seeing the price tick steadily up in the wake of the **Broadcom acquisition.** VMware did the job, but it did a lot more besides, and Romanoff Renovations was paying for it. We walked them through how a switch to Hyper-V would save them money and create new opportunities for efficiency. We explained how Summit would help, moving them through a deliberate four-part process designed to reduce risk and minimize their effort.

Those other benefits were just bonuses. The cost-savings alone were enough to sway senior management, giving us the greenlight to get started.

RESPONSIVENESS

Needed a partner with 24/7/365 support — always available, never reactive.

COST SAVINGS

VMware's rising post-Broadcom costs demanded a more predictable, affordable alternative.

INFRASTRUCTURE GROWTH

Infrastructure needed to support continued national expansion, not just keep pace with it.

SOLUTION

Choosing to Leave VMware & Choosing Hyper-V as an Alternative

Romanoff Renovations leadership was satisfied, if not exactly happy, with VMware. It did the job, and when they chose it, there weren't any true competitors. Over time, VMware was acquired by Broadcom, and prices started to rise, both at a baseline and by **bundling packages and setting minimum buys.**

When they came to us, Romanoff was still expecting VMware to be the only option.

AT SUMMIT, HOWEVER, WE START ALL OUR ENGAGEMENTS WITH TWO QUESTIONS:

01 **What are your business goals?**

02 **How can infrastructure help you get there?**

When we dug into what the company wanted to accomplish — meeting high demand with excellent attention to detail — we saw an opportunity for infrastructure to not just enable but encourage this next phase of growth.

Romanoff already used **Microsoft tools** across its different field offices. When we told them that Microsoft had a competitor to VMware that would save them the cost of buying separate Windows licenses, they were immediately interested. Hyper-V had been around for years, but it was only when Broadcom bought VMware and started raising prices that it became a true competitor. All of the many services that extend the functionality of a hypervisor started to expand support to Hyper-V and its open-source peer, Proxmox.

Hyper-V was now a full-featured alternative to VMware — one that came with its own licenses and integrated seamlessly with the company's public cloud in Azure. We were able to show how well the two clouds work together — the closest we've seen to the **true promise of a hybrid cloud.** The math made a clear case for Romanoff Renovations to expand the scope of its migration to include a move from VMware to Hyper-V along with the move to Summit.

Summit's Partner of Choice for Private Cloud Hardware

DELL Technologies GOLD PARTNER

Part of Summit's discovery process is evaluating whether a client's hardware is **right-sized for where the business is going** — the kind of deep assessment most companies don't have the time or vendor expertise to do on their own. With Romanoff, we found an environment that had **grown inconsistently over time**: different servers running different core counts at different speeds, creating an uneven playing field for workload performance. A VM scheduled on one host behaved differently than the same VM on another.

That kind of heterogeneous infrastructure is hard to manage and harder to predict... and exactly the kind of problem Summit's Dell partnership is built to solve.

FULL HARDWARE REFRESH

The solution was a full hardware refresh from Dell's 14th generation servers to the 16th generation, with **standardized, high-core-count processors** across every node. And because of Dell's competitive pricing, Summit could build an **active-active environment on brand-new hardware** while still reducing Romanoff's overall costs.

HYPER-V PERFORMANCE SUPPORT

The AMD EPYC architecture also integrates well with Hyper-V. Its **high memory bandwidth and large L3 cache** support the kind of parallel virtualization workloads Romanoff was running, keeping **VM performance consistent even under load.**

One thing Romanoff didn't have to think about was the hardware itself. Summit owns the **Dell relationship**, so clients don't have to — evaluating configurations, negotiating pricing, and sizing the right fit for each workload.

That work is ongoing: we meet with Dell regularly to plan ahead, track what's coming, and keep our infrastructure recommendations current. Romanoff gets the benefit of that expertise **without ever managing a vendor themselves.**

No quotes to chase, no SKUs to compare, no escalations to run down. And when something needs hands-on attention, Summit's Dell-certified operations team is already on-site and ready to step in.

WHY veeam

Using Veeam to Achieve Continuous, Application-Aware Backups

We had a second stroke of good fortune when we found out that Romanoff used **Veeam to support its backups.** When we move a client from another data center into ours, we usually don't have too much access to the provider side of things. After all, we're taking the business — no one's eager to give their replacement a helping hand.

Veeam gives us an elegant way around all of that.

CONTINUOUS DATA PROTECTION

In its simplest form, a migration is nothing more than making a backup and restoring that backup to a new system. Granted, it's never simple, but our first hurdle is to get an **accurate, complete, up-to-the-minute backup** of the environment so we can move it intact. Veeam offers **Continuous Data Protection**, or **CDP**, meaning that it is constantly replicating data so it can provide an instant backup. That allowed us to make an initial backup and run **delta backups** to capture any changes that occurred after, rather than trying to time a single, massive backup to a period when no changes would take place.

APPLICATION-AWARE RESTORE

Beyond the continuous capture, Veeam backups are also **application aware**. When you go to restore a virtual machine from a Veeam backup, Veeam talks to the **VSS writer**, which tells the Microsoft SQL servers that this is a restore, not a reboot. When you bring a database back online without application awareness, it will assume your application crashed and force you to go through discovery to diagnose the issue.

It's like the difference between **Apple's Time Machine and an external hard drive.** Back everything up to Time Machine, and all you have to do is select the environment you want to return to. Use an external hard drive, and you can expect to spend some time configuring the data before everything runs as it should. It's just one of the many ways Veeam is ahead of its competitors.

PROCESS

A 4-Point for VMware to Hyper-V Migration

With all our tooling in place, we were ready to begin migrating Romanoff away from VMware. Infrastructure is the backbone of business, and migrations very much demand a "move slow, break nothing" approach. We proposed a four-point plan to make sure every bit of data and application architecture made the move intact, ensuring business continuity.

PHASE 01

INFRASTRUCTURE ASSESSMENT & DISCOVERY

Parity is a low bar, though. If you're going to go through the migration process, you should come out on the other side with something better than what you had before.

An assessment gives everyone a chance to identify how the infrastructure is being used today and visualize how it will be used tomorrow. Almost always, we'll find some unused piece of infrastructure still floating around and costing money. Taking time here can lead to big savings down the road. It's also an opportunity to identify interdependencies, third-party integrations, and security configurations so we don't have any issues come migration day.

PHASE 02

PRIVATE CLOUD DESIGN & PLANNING

Romanoff was satisfied with its private cloud, but the team came to Summit looking for a more responsive and supportive service partner. When we have a migration like this, where there are opportunities but not big changes to make, we take what we call a "Lift and Shift Plus" approach. That means moving the workload as-is, while still identifying any low-hanging optimizations that can be made during the migration.

We also take the time to assess any security policies that are in place and improve them if necessary. Before it moves onto our machines, we need to make sure the workload is compliant, encrypted, and up to Summit standards.

Once we had a design in mind, we developed a plan for testing it. We partnered with the Romanoff team to lay out all of the functional, performance, and security tests the new environment had to pass. Again, "move slow, break nothing." A thorough QA is the best way to make sure no errors end up going live.

PHASE 03

MIGRATION TESTING & VALIDATION

Assess, plan, then test. Before we took on the real thing, we walked Romanoff through a pilot migration. It allowed us to test the plan — either on a small set of non-critical workloads or in a sandbox environment — so we knew that everything on paper worked the same in pixels.

Our migration plans had to pass a strict testing checklist before anything could move forward, which included:

- **Connectivity checks (internal/external)**
- **Load balancing**
- **Data integrity and consistency**
- **Authentication/authorization mechanisms**

We also had a rollback plan in place. With all the planning in the world, the unexpected is still possible. It's our job at Summit to maintain business continuity, so even our plans have plans.

PHASE 04

VMWARE TO HYPER-V MIGRATION

The time from contract signature to migration-ready was roughly six weeks — but Summit handled the heavy lifting behind the scenes, requiring only a few weeks of active involvement from the client for assessment and testing. By then, we had real-world data and lessons learned from the Phase 3 pilot, and we were ready to put them to work.

We started with the first wave, migrating non-critical workloads and applications. Then we moved to wave two, moving mission-critical systems. Because Summit has hands on site 24/7/365, we were able to handle this part of the move when it worked best for the client — during off hours. Once we cleared the high stakes, we moved the remaining components like networking and storage in wave three.

The final step in a successful VMware migration is the last data sync and application switch. Once everything was in place, we flipped the proverbial switch and cut over to the new environment.

RESULTS

The Benefits of Hyper-V + Summit

> **“This go-live truly demonstrated the expertise and professionalism the Summit team brings to complex migrations like this.”**
>
> — ROMANOFF RENOVATIONS

30%

REDUCTION IN INFRASTRUCTURE COST

PREDICTABLE MONTHLY BILLING

3 Generations Newer Hardware

NEWER HARDWARE AT A LOWER OVERALL

CONTINUOUS DATA PROTECTION

SUMMIT™

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Romanoff didn't necessarily see the benefits of the migration on day one, but it didn't take long. The first, most necessary benefit came with the bill. With Summit's managed Hyper-V, Romanoff finally had **predictable, monthly billing** — for less than they were paying before.

Part of that was simply the savings in going from VMware to Hyper-V. The other part was structural: **VMware's dominant market position** allowed them to make demands no other vendor could, one of which was pre-paid annual billing. Most companies aren't set up to pay for infrastructure like that.

Cost was the primary driver in moving Romanoff from VMware to Hyper-V, but they ended up with something better than they expected: **newer, more powerful hardware and a lower bill.**

Today, Romanoff is in a better place. They have room to grow when the time comes — and a partner who's there when it does.

See what you'll save by moving off VMware.

CONTACT US

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