

# enterprise networking

March - 2017

enterprisenetworkingmag.com



## IN MY OPINION

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## Möbius Partners Embracing the Transformative Power of IT

Enterprise Network Mag  
44790, S Grimmer Blvd.  
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\$15





## Cover Story

A full-page photograph of two men standing in front of a modern building with large glass windows. The man on the left is wearing a blue plaid blazer over a white shirt. The man on the right is wearing a dark blue plaid blazer over a blue and white checkered shirt. Both are smiling and looking towards the camera.

Javier Uribe,  
President & Co-founder

Junab Ali,  
President & Co-founder



# MÖBIUS PARTNERS:

## EMBRACING THE TRANSFORMATIVE POWER OF IT

By Jasmin Alic

**I**n an era where organizations are rethinking the whole concept of digital transformation, IT solutions have emerged from being a cost-associated business addition to one of the most-effective revenue drivers in a number of industries. This only becomes more vivid with the increasing adoption of cloud and big data infrastructures that support buzz words like Internet of Things (IoT), Artificial Intelligence (AI) that are foundation to new technologies like self-driving cars and robotics. Cloud and big data infrastructures can help manage and analyze large volumes of data and present insights that help drive business insights and business decisions. That said, CIOs are in need for IT infrastructure which can serve as the core foundation for all this, fueling growth and helping reduce the overall costs.

Having witnessed this shift first-hand, Jay Uribe and Junab Ali saw the perfect opportunity to reposition Möbius Partners, to align and support these initiatives for our customers. By offering best-of-breed technology and services, Möbius cuts down on IT costs and helps drive revenue for customers in the corporate and private sector throughout Texas and the central U.S. "As the new trends are gaining momentum, we help our clients change the traditional way of IT and transform their companies for the future," asserts Uribe, President and Co-Founder, Möbius Partners.

## OPERATIONAL EXCELLENCE

Möbius Partners offers five solutions for helping companies accelerate their journey to operational excellence: consolidated operations, infrastructure management, automation, IT service management, and application lifecycle management.

## SECURITY

From vulnerability management, penetration testing, and application security to data security and encryption, Möbius Partners offers end-to-end security against cyberattacks, and recover data quickly to keep your business running without interruption.

## CLOUD INTEGRATION

Möbius Partners provides a perfect path to multi-cloud environments—aiding organizations determine which assets are best for easy-to-use and affordable public clouds, whether a private cloud is required for sensitive customer and corporate data, and how to exploit the best of both worlds with a hybrid cloud.

By partnering with the world's leading enterprise technology companies, Möbius helps customers solve some of their greatest challenges and keep up with the changing nature of the market. "Our extensive partner network enables CIOs to make smarter decisions regarding their data center investments," explains Ali, President and Co-Founder, Möbius Partners. Since its foundation in 2000, the company has garnered countless accolades and certifications that speak volumes about its quality of service, making it a clear choice among competitors and the golden standard for IT solutions across multiple industries.

### It Starts on the Inside

To fully understand the secret to Möbius' 17-year-long stellar run, you have to go inside-out. According to Uribe, the internal culture of the company is the starting point for everything that follows. He emphasizes their customer-centric approach as "the backbone" to every successful endeavor they have been a part of so far. "It begins with understanding the challenges that new technologies bring together with our customers. The way we see it is, if they succeed, we succeed as well," clarifies Uribe.

This genuine point-of-view is deeply rooted within the company's foundation. With the number of technical and services staff being almost double than their sales personnel, they are sending a clear message to all current and prospective customers. Only by investing in their staff on an ongoing basis can they stay on top of the latest technologies, and add more value to their customers. "We are building a dream team and you can't do that if you don't have superstars in your team. That is why we pride ourselves in having such a talented crew of certified solutions architects, project managers, and support staff, and our customers love us for that," says Ali.

### Transforming Business End-to-End

To ensure top-of-the-line services for each of their clients, Möbius revolves its workflow around five key practice areas: Security, Cloud Integration, Operational Excellence, Converged Systems, and Big Data. Most of Möbius' clients they seek greater business agility, security, mobility, and faster time-to-market. In this sense, Möbius guides organizations along a perfect path to exploit everything the public, private, and hybrid cloud environment has

to offer. On the other side, securing digital assets brings more value than ever and Möbius provides a solution for every piece of the security puzzle—store valuable data, protect against cyberattacks, and recover data quickly to keep your business running without interruption. Through a combination of the proper hardware and software, customers can predict issues that may occur and notify certain parties in case something does go down.



## We do not only bring converged systems, but the tools, utilities, and software, as well, to create a more robust solution for our customer's data center

When it comes to big data analytics, Möbius' solutions include operational analytics, managed analytics services, and real-time analytics. Uribe points out that they can even supply the necessary software that analyzes customer's data, Offering a complete solution. By helping customers select the right converged system, Möbius helps them achieve all of the above, while reducing IT costs and complexity and driving a rich customer experience. "Our tag line 'Connect. Transform. Repeat.' is the ultimate summary of everything we do. We connect with each other as a family here at Möbius and then take those relationships to transform our customer's businesses end-to-end. In doing so, we continue to change ourselves for the better, as well," summarizes Ali.

### The Beauty of Partnerships

Through partnerships in the likes of HewlettPackard Enterprise, Intel, Red Hat, Cisco, and VMware, among others, Möbius has the ability to leverage industry-wide expertise which is fundamental and transformative to their customers going forward. A lot of these partners have been on the cutting edge of a lot of different things, helping Möbius out in their five practice areas. "We are able to combine all the different facets of our vendors into a complete solution for our customers and provide them with strategic

## CONVERGED SYSTEMS

With a best-in-class converged systems disciplines, Möbius Partners helps organizations select the right converged system to reduce IT costs and complexity, and drive innovation.

## BIG DATA ANALYTICS

With unique big data solutions including operational analytics, managed analytics services, and real-time analytics, Möbius Partners helps organizations accelerate the pace of innovation for making strategic business decisions.



services, innovative technological expertise, and ongoing support throughout their projects,” notes Uribe. “We do not only bring converged systems, but the tools, utilities, and software, as well, to create a more robust solution for our customer’s data center.”



**We believe our work culture to be the cornerstone of our success so far and our unique approach to maintaining the same customer relationships in the future**

A case study involving Rent-A-Center (RAC), a name-brand furniture, computers, appliances, and electronics retailer is a

great example of how Möbius leverages its partnerships to provide best-of-breed services to customers. RAC’s unique challenge was the need for a scalable, secure, easy-to-deploy IT infrastructure to meet the increased demands of their business, after having tripled their IT landscape over the course of 18 months to accommodate the fast-paced growth. They had a legacy virtualization infrastructure in place but it was severely under-supported, making it extremely hard to address security and data recovery concerns, especially in regards to their regulatory responsibilities.

Nonetheless, with Möbius’ expert services and VMware’s advanced technology, RAC was able to upgrade and scale their virtualized server environment to make their disparate systems work together. Now, they are able to automate IT operations management, manage performance, and gain visibility across their physical and virtual infrastructure. “By carefully analyzing the needs of our customers, we can deliver enterprise IT solutions to their businesses ahead of time

and make changes on the fly. If they have a new store, we can provision that in seconds, which would normally take weeks to carry out,” explains Ali. Again, it is that culture of understanding, support, and mutual growth that keeps the wheels turning for Möbius and its customers.

## Steering the Company Forward

To flip the script on the daily office environment, we host events for our employees to get together and hang out outside of the office. This allows everyone in attendance to genuinely engage in strengthening connections and further fostering the company’s culture. “Culture is huge to us. For the past 17 years, we’ve focused on our employees. We wanted to create a place where people wanted to come to work. Our mentality is: If we take care of our employees, they will take care of our customers,” explains Uribe. “We believe our work culture to be the cornerstone of our success so far and our unique approach to maintaining the same customer relationships in the future.”

There is also a true familial feel to Möbius Partners. “Our employees call each other their ‘Möbius Family.’ Our longest employee has been here for over 13 years. Our average tenure is over five years. We celebrate not only big wins, but marriages, babies, new houses, new cars, etc. We also take care of each other if there is a challenge or sickness at home by covering duties or even supplying meals.”

The company’s leadership embraces the opportunity to expand their business operations outside of Texas and acquire other companies to further solidify their positioning in the industry. Nonetheless, Ali points out that their main focus will always be to stay on top of the latest technological trends in the industry and investing their staff as much as possible. After all, “we may be the captains of the ship, but our employees are the engine behind it. By continuously giving them the opportunity to be empowered, we believe we can steer the ‘Möbius Partners ship’ to the greatest of lengths in the future to come,” concludes Ali. **en**

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## Top 10 Data Center Networking Solution Providers - 2017

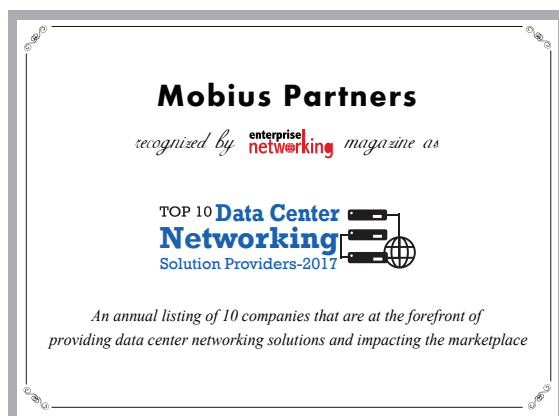
Today, the increasing investment in data centers is causing an upward shift in the expansion of networking and communications. Enterprises need to optimize their data centers that are housing more servers for additional storage to get maximum value from them. Software Defined Networks (SDN), Network Function Virtualization (NFV), and cloud virtualization are some techniques that help businesses optimize their data centers. These enhance application performance by integrating with key APIs, creating vast network environments virtually, and simplifying the management of distributed infrastructure, while also simplifying the administration and boosting transparency across the data center.

Another critical aspect is designing a flexible architecture that empowers business processes by supporting new applications in a short time while enhancing the scalability

of the data center. This has led data center solution providers to build their offerings around innovative architectures to improve agility, network efficiency, and security.

Amid these developments, to help CIOs find the right data center solution provider for their enterprise, a distinguished panel comprising CEOs, CIOs, VCs, analysts and the Enterprise Networking's editorial board has selected top players from hundreds of data center solution providers. In our selection process, we looked at the vendor's capability to fulfill the increasing need for cost-effective and flexible solutions that add value to the complex data center networking landscape. The companies featured in this issue have exhibited extensive business process knowledge, along with integrated and innovative strategies in the data center networking space.

We present to you Enterprise Networking Magazine's Top 10 Data Center Networking Solution Providers 2017.



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**Company:**  
Möbius Partners

**Description:**  
A relationship-driven IT solutions provider enabling organizations to maximize the value of their data center investment

**Key Person:**  
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