# Basefarm: historic reliability, predictive analytics

Innovative Nordic service provider gets smarter with HPE 3PAR and HPE InfoSight

**Industry**
IT Service Provider

**Objective**
Scale to meet massive storage growth of managed enterprise customers

**Approach**
Elevate storage platform with faster, solid-state media, and predictive insight software

**IT matters**
- Speeds resolution of VM issues by 80%
- Delivers sustained average bandwidth of 22 TB per second
- Extends predictive capabilities throughout the data center

**Business matters**
- Ensures reliable SLAs for enterprise customers regardless of location
- Scales to meet massive growth while retaining business continuity
- Optimizes strategic decisions with on-premises engineering advice

## The internet of now

Massive scalability. Exponential growth. Proactive partnership. On the list of big business victories, Norway's Basefarm can mark all the checkboxes. It's a trajectory the European IT service provider has been charting for decades through an ever-changing tech landscape.

When Basefarm entered the IT services industry, the internet still wasn't ready for prime time, and few could imagine a world where online services are the backbone of global business. Both the internet and Basefarm have come a long way since then. Today, guaranteeing availability and performance for online business applications is key to staying competitive in a digital world.

As the technology has matured in the last 25 years, the role of IT service provider has become more complex, more central to business success. Even in the last few years, advances in cloud computing and data analytics have seen major transformation.

## Still scaling

"We've had quite a bit of growth in the last five years," reports Morten Nyhuus-Eriksen, manager of Storage and Backup at Basefarm. "In fact, we've gone from managing one petabyte of storage to more than 20 petabytes in that short time alone."

Basefarm's customers are growing, and their needs for storage are expanding exponentially. "Much of that growth comes from our enterprise customers—airlines, financial institutions—and we're also needing to store data for longer periods of time," Morten explains. "Storage is a growing need, and it's not going away."

And it's not just data at rest. A lot of data moves through Basefarm's managed customer environments. "Last month, we had an average bandwidth of 22 terabytes per second," Morten reports. "That's enough bandwidth to support about 67 million simultaneous users on Netflix."

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> InfoSight goes beyond the hardware down into the VM level, saving us a
> lot of time. With InfoSight, we can get servers back up and running about
> 80% faster."

– Morten Nyhuus-Eriksen, Manager of Storage and Backup, Basefarm

**HPE 3PAR** and
**HPE InfoSight** gives
customers **peace of mind,
reliability,** and **predictive
analytics**

## Storage that thinks for itself

Managing the sheer scale and velocity of all that data requires Basefarm to go beyond the traditional definition of data center storage. "We knew early on that we needed our storage platform to be more than just a place where data lives," Morten says. "It's why we were one of the first customers of 3PAR storage when it became a part of HPE. **HPE 3PAR** is intelligent storage built for service providers."

It's a storage strategy that fit. "We started with 16 arrays when we first invested in 3PAR," Morten recalls. "Now we have 70 HPE 3PAR arrays in three countries, providing everything from VMs to backup. It's our storage platform of choice because it grows with us while delivering mission-critical availability."

Recently, Basefarm has elevated its storage performance, reliability, and agility by deploying HPE 3PAR 8400 and 20450 all-flash arrays with HPE 3PAR Peer Persistence Software for cloud flexibility and **HPE InfoSight** for predictive analytics for the data center.

## Smart performance

"HPE 3PAR Peer Persistence gives us peace of mind—it's the default for our customers who reside in more than one data center," Morten says. "We haven't had to use it yet for failover, and we hope we never do—but it's there if we need it, and that's the kind of reliability our customers need."

Basefarm was a beta-test user of HPE InfoSight before the product went live, and has been using the cloud-based artificial intelligence platform in production for more than a year. "As a service provider that needs to know everything about our capacity, growth potential, and systems health, it's good to know we can get all those reports in one window with HPE InfoSight," Morten explains.

Especially in its extensive virtual machine (VM) environment the far-reaching capabilities of the platform can save IT staff time and predict problems before they occur, even outside of storage. "In our VMware® environment, we can spend a lot of time chasing ghosts trying to locate the source of a problem," Morten relates. "Now when there's a problem with a VM, we know exactly where to strike—InfoSight goes beyond the hardware down into the VM level, saving us a lot of time. With InfoSight, we can get servers back up and running about 80% faster."

## Customer at a glance

**Hardware**
- HPE 3PAR StoreServ 8400 and 8450 All-Flash Storage
- HPE 3PAR StoreServ 20450 All-Flash Storage

**Software**
- HPE InfoSight
- HPE 3PAR Peer Persistence

**HPE Pointnext services**
- HPE Datacenter Care

## Distance vision

Basefarm's partnership with HPE extends well beyond hardware and software. In its 18-year relationship, Basefarm has also relied on the expertise and support of professionals from **HPE Pointnext** and **HPE Datacenter Care**. "We see our HPE Pointnext engineers as trusted members of our team at Basefarm," Morten states. "We can put them in front of whatever comes up, and they know exactly how to handle the situation."

It's a partnership that has contributed to Basefarm's past growth as well as its future trajectory. "We rely on HPE Pointnext for business continuity as well as our vision going forward," Morten sums up. "It's a partnership that gives us a way to solve things faster while getting a direct line to what's coming next."

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