Hewlett Packard Enterprise

Hosted service provider improves customer satisfaction with HPE SimpliVity

Genia replaces disjointed multivendor IT implementation with HPE SimpliVity

Objective
Genia's legacy IT infrastructure was too costly and complex to maintain and scale

Approach
After evaluating a number of options, Genia selected HPE SimpliVity hyperconverged infrastructure for the company's next-generation IT environment

IT Matters
- Efficient data protection; rapid backup and recovery for all applications and services
- Accelerated IT service agility; spin up VMs and provision new customers in seconds
- Continuous availability; 100% uptime since inception

Business Matters
- Simplified administration; IT staff freed up for innovation
- Superior economics; significant CAPEX and OPEX savings
- Low storage costs; up to 19.6:1 data efficiency

Challenge

Infrastructure modernization, consolidation and data protection
Danish hosted service provider Genia replaced its disjointed multivendor IT implementation with HPE SimpliVity. The HPE SimpliVity solution simplifies operations, reduces costs and improves data protection for the provider's core business services.

Genia's legacy IT infrastructure—a collection of independent compute, storage and backup solutions with distinct administrative interfaces—was too costly and complex to maintain and scale.

Provisioning new customers or troubleshooting problems was a resource intensive, time-consuming endeavor. To make matters worse, the provider was unable to meet its RPO/RTO goals using its legacy Veeam data protection solution.

Concerned about the company's ability to consistently meet its SLA objectives, CEO Kristian Hansen, decided to take a fresh look at the data center. After evaluating a number of options, including solutions from HPE and VMware®, Hansen selected HPE SimpliVity hyperconverged infrastructure for the company's next-generation IT environment.

Customer at a glance

Hyperconverged Solutions
HPE SimpliVity

Solution

Swift disaster recovery

HPE SimpliVity provides a scalable, modular building block of x86 resources that offers all the functionality of traditional IT infrastructure—including compute, storage and data protection functions—in a single device, with a common administrative interface. Genia installed two HPE SimpliVity systems in both its primary and secondary data centers to ensure continuous service availability and enable swift disaster recovery for approximately 60% of the provider's Virtual Machines (VMs). Over time, Genia plans to expand the HPE SimpliVity implementation to support additional customers and services.

Benefit

Modern data center with unmatched performance and reliability

The HPE SimpliVity's accelerated data efficiencies help Genia safeguard revenue-critical services and improve customer satisfaction. "With Veeam we couldn't reliably complete our backups during after-hour windows," explains Hansen. "With HPE SimpliVity we can back up massive VMs in just seconds. In fact, we now offer customers a variety of backup options, creating new revenue opportunities."

And data recovery is just as fast and efficient. "Our customers are often hit by ransomware and malware attacks," says Hansen. "With HPE SimpliVity we can get them up and running again in minutes."

The HPE SimpliVity solution also simplifies operations, freeing up IT staff to work on more strategic tasks. System administrators can provision new customers and spin up services with just two or three mouse clicks using the familiar VMware® vCenter™ console.

Thanks to HPE SimpliVity, Genia now enjoys a modern data center that delivers unmatched performance, reliability and cost-savings.

Learn more at
hpe.com/info/simplivity

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