



# Private cloud powers the public sector

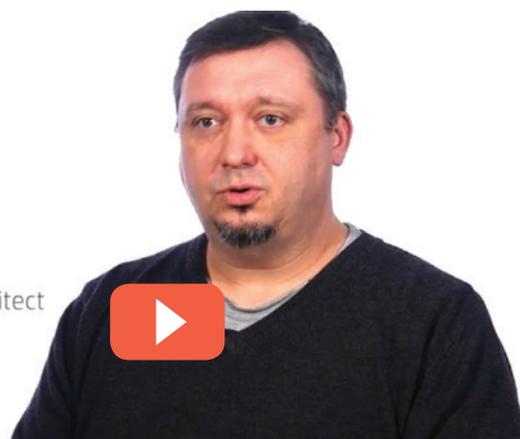
European Electronique finds a faster, easier, better way to serve its customers

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## Jason Hall

Senior Cloud Solution Architect  
European Electronique



### Objective

Evolve the company’s private cloud solution to effectively address the unique needs of public sector clients.

### Approach

Utilize Hewlett Packard Enterprise Converged Infrastructure and HPE Helion cloud software products to realize the company’s future cloud vision.

### IT Matters

- Sped up solution deployment and day-to-day provisioning through automation
- Simplified service delivery via HPE Helion CloudSystem and HPE Cloud Service Automation
- Accelerated software solution implementation with support from HPE Software consultants

### Business Matters

- Deployed customized cloud-based solutions in record time
- Eased customer concerns about security and the safe harbor of data
- Saved time and money via easy, fast deployment and service provisioning

“The converged infrastructure management (HPE OneView) provides a single pane of glass to our cloud infrastructure. It has enabled our technical team to reduce the time taken to identify and resolve issues. Further, it has massively reduced the time for provisioning services across our cloud infrastructure.”

– Jason Hall, Senior Cloud Solutions Architect

### **The IT cycle of new beginnings**

**European Electronique** has been in the IT business for a long time, with origins that date back 30 years when it started out as a printer maintenance company. Three decades later, the company has seen its business evolve significantly from selling hardware to becoming an IT solutions and professional services provider, and today delivering a complete solution and managed service offering around nearly anything IT related. While European Electronique services a broad range of customers in different market segments, its true niche is the public sector, with 70 percent of its business coming from local government and educational institutions. The inception of the cloud and its rapid evolution inspired European Electronique to start thinking about how it could use the cloud to better serve its public sector customers. And three years ago, it began the first phase of its own cloud journey to achieve that end.

### **No one cloud is alike**

It wasn't a particular pain point or challenge that inspired European Electronique's transition to the cloud; rather, it was an appetite from C-level executives within the company to make the cloud a significant part of its business within the next 5–10 years. The company did its research, formulated ideas about how it could use the cloud to offer distinct services to public sector customers, and brought in experts, like Jason Hall, the company's senior cloud solutions architect, to rationalize those ideas.

The company's initial implementation of the cloud via VMware vCloud provided European Electronique with an IaaS platform and a good start, but the company ultimately needed much more. “It was clear that we had a good foundation and some good ideas,” Hall says, “but there were some huge gaps in what we really needed in order to take our business forward into the cloud market. And that's when we decided HPE is really the partner of choice for us moving forward.”

## **Customize the cloud— your way**

The company wanted a private cloud solution that it could customize to meet the needs of the public sector—in terms of price points, hardened security, and ease of use. European Electronique also had a clear vision of what it wanted to be able to do with its new system.

The company's second private cloud iteration runs HPE Helion CloudSystem Enterprise on HPE Converged Infrastructure (HPE BladeSystem, HPE ProLiant server blades, and HPE networking products). This solution allows European Electronique to leverage its knowledge of the public sector market to build cloud-based services that take into account customer concerns around price, security, and ease. The company's flagship cloud offering, Freedom Access, is one example of how it has used HPE Helion products to offer customized cloud services to its public sector customers. A multitenant Microsoft® SharePoint portal for communication and collaboration, Freedom Access removes much of the complexity from traditional collaboration software like SharePoint. Plus it offers single sign-on to various other applications and infrastructure across a customer's entire estate.

While the cloud has enabled European Electronics to create customized cloud-based solutions that appeal directly to its customer base, it has also brought ease and flexibility to daily operations. HPE Operations Orchestration and HPE Cloud Service Automation, both part of HPE Helion CloudSystem Enterprise, have enabled the company to automate, and therefore radically simplify, time-consuming and labor-intensive processes. With HPE Cloud Service Automation, the company has created "a sole marketplace portal where we sell IaaS, PaaS, and Backup as a Service through an online subscription selling model," Hall adds.

HPE Technology Services Consulting, specifically software consultancy services, was involved from the start and continues to play a critical role—helping to advise and support European Electronique while accelerating its utilization of HPE cloud software.

## **Trickle-down benefits of the cloud**

While European Electronique has experienced firsthand the speed and ease—and subsequent cost savings—associated with tools like HPE Operations Orchestration, its customers benefit as well with solutions and services that are delivered in a fraction of the time. Massive deployments that would typically extend over the course of months now take less than a week.

Partnering with HPE has helped European Electronique "ease many of our customers' fears about security and the safe harbor of data in the cloud," Hall says. "We assure them their data is sitting on enterprise-grade HPE infrastructure," which has a reputation for world-class security and reliability.

Another cloud enabler is end-user consistency. Hall says, "We're delivering the same user experience across the board. Whether our customers' end users are inside of the organization or outside of the organization or sitting at a coffee shop using a mobile device or a tablet, a PC, or a Mac, they should be able to access the same resources and achieve the same amount of productivity regardless of where they are or what they're doing."

## **Two companies— one unified vision**

Hall sites a certain synergy between both companies that drew European Electronique to HPE. HPE Helion software was a big part of that. The automation, the portal, says Hall, "is so in line with what our vision was internally, before having even seen the product." He adds, "There's a great power behind the converged infrastructure platform that HPE provided us, the software platform to control that, and then enabling us to actually deliver on our future cloud vision through that software. There is no other company that can do that for us at the moment."

**Case study**

European  
Electronique

**Industry**

Public Sector,  
Service Provider

**Customer at a glance****HPE Helion Cloud solution**

- Private cloud

**Hardware**

- HPE ConvergedSystem 700x
- HPE BladeSystem
- HPE ProLiant BL460c Blade Servers
- HPE Virtual Connect FlexFabric
- HPE FlexFabric 5900CP Switches

**Software**

- HPE Helion CloudSystem Enterprise
- HPE OneView

**Operating system**

- Windows® Server
- CentOS
- VMware ESXi hypervisor

**HPE services**

- HPE Technology Services Consulting
- HPE Cloud and Helion Consulting

Beyond the technology, it was the partnership that also appealed to European Electronique, which brought an additional level of support and validation to the company's offering. "We were looking for a partner that could help shape our ideas and provide expert advice and cloud experience," says Hall. "What we really appreciated was that HPE didn't try to overpower our innovation or vision; instead, they worked with us toward a common goal and a common objective."

**Videos**

**[HPE Helion Coffee Talk: HPE CloudSystem youtube.com/watch?v=8LPYcG5FOis#t=40](https://www.youtube.com/watch?v=8LPYcG5FOis#t=40)**

**[HPE Helion Practitioner Series: HPE CloudSystem Foundation and Enterprise youtube.com/watch?v=feXxOXDupWA](https://www.youtube.com/watch?v=feXxOXDupWA)**

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