Hewlett Packard Enterprise

Objective
Improve efficiency of hosted hybrid server, combining virtualized compute with physical disk

Approach
Deploy HPE Apollo 4200 Gen9 Servers with breakthrough storage density in a 2U form factor

IT Matters
- Doubled the number of customers supported per server
- Reduced data center footprint and cooling requirements by 50%
- Lowered power demand by 40%
- Delivered more performance and storage at lower price point

Business Matters
- Ensured availability of critical hosted workloads
- Saved time (50%) and money (30%) on system administration
- Enhanced customer confidence and loyalty
- Improved competitive advantage and profitability

myLoc gains new level of competitive advantage with innovative hybrid infrastructure

Maximizes performance and efficiency with
Apollo 4200 Gen9 Servers

A revolution in hosted server efficiency

myLoc managed IT AG (myLoc) has a long history of providing a variety innovative hosted services, from colocation and server hosting to managed solutions and cloud offerings. One big thing that sets myLoc apart from the competition is its dedication to direct customer service and support. This modest company of just 60 employees runs its own 24/7 support center that oversees more than 25,000 physical servers for customers large and small across Germany. To do this and remain cost competitive, myLoc must be highly efficient.

In fact, the company constantly strives to improve efficiency in every aspect of its

business. When it comes to server hosting, myLoc offers an innovative product—marketed as "Root Server"—that has revolutionized efficiency for the business and its customers.

First introduced two years ago, myLoc's Root Server is a hybrid of virtual compute and physical disk, originally built on traditional rack servers. The Root Server solved a problem common to typical virtual private servers: While they offer adequate performance at the CPU and memory level, disk I/O tends to be a bottleneck. myLoc's hybrid approach assured hosted server customers of consistently high performance. However, rack servers were not efficient enough to meet the company's aggressive goals, especially as the number of customers grew.

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"The Apollo 4200 Gen9 Server has been a really great choice for our business by enabling us to support more customers on fewer servers. Customers get the advanced capabilities they need, and at the same time, we're able to improve our profit margins."

– Christoph Herrnkind, Chief Executive Officer, myLoc managed IT AG

A long-time HPE customer, myLoc attended the HPE Discover event in Barcelona and found the perfect answer to its dilemma: HPE Apollo 4200 Gen9 Servers. By adopting the Apollo 4200 Gen9 for its Root Server offering, myLoc has dramatically reduced space, power, and cooling in its data center while giving customers outstanding server performance at a competitive price point. In addition HPE Financial Services financed myLoc's investment in the Apollo solution with a very flexible leasing model.

Supports more customers on fewer servers

With Apollo 4200 Gen9 Servers, myLoc can now support twice as many customers per server compared to a traditional rack server. That's because Apollo 4200 Gen9 Servers feature breakthrough storage density in a 2U form factor. Their unique architecture enables myLoc to provide each hosted customer with at least two dedicated physical storage drives (SAS or SSD) while sharing CPU and memory resources through virtualization. It's the best of both worlds for myLoc and its customers.

Christoph Herrnkind, myLoc's chief executive officer, remarks, "When we first saw the Apollo 4200 Gen9 Server we were very impressed that HPE came up with such an innovative design. With up to 50 hard drives and plenty of CPU and memory in each server, we immediately saw how it would improve efficiency for our Root Server product."

Since moving onto Apollo 4200 Gen9 Servers, myLoc has cut rack space and cooling requirements by 50% while lowering power consumption by 40%, compared to traditional rack servers.

"We're now able to offer a high-performance product that is both efficient and cost effective," notes Herrnkind. "The Apollo 4200 Gen9 Server has been a really great choice for our business by enabling us to support more customers on fewer servers. Customers get the advanced capabilities they need, and at the same time, we're able to improve our profit margins."

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Customer at a glance

myloc.de

Application
- Hosted servers for a wide range of Linux-based customer applications

Hardware
- HPE Apollo 4200 Gen9 Servers

Software
- Linux – Ubuntu, Debian, CentOS

- HPE Integrated Lights-Out (iLO)

Services
- HPE Financial Services

Assured availability for critical hosted workloads

Apollo 4200 Gen9 Servers also improved availability for myLoc's customers while simplifying server maintenance and administration. They feature all hot-plug drives, enabling the company's support staff to easily swap out a failed drive with no impact on running systems.

Herrnkind comments, "Our customers trust their most critical applications to our server products, so availability is extremely important to them. The Apollo 4200 Gen9 Server allows us to change any hard drive any time, without downtime. The hot-plug capability really stood out as an added advantage of moving to these servers."

Day-to-day management is simpler, too, because HPE provides a complete, integrated solution with centralized management via HPE Integrated Lights-Out (iLO).

"Management of the Apollo 4200 Gen9 Servers is very easy with the intelligence we get through iLO," says Dennis Thomas, Chief Technical Officer, myLoc managed IT AG . "It gives us one centralized view of all the RAID sets on each node and automatically alerts us of any problems. We especially like that with HPE we're not buying the server from one vendor, RAID controller from another, and management suite from still another. Everything is together on one platform, which saves us a lot of time and expense."

Strong customer confidence drives business growth

myLoc offers many different server hosting solutions to match each customer's unique business needs. But one thing is common across its offerings: They are built on HPE technology. The HPE brand conveys quality, reliability, and stability—all attributes myLoc's customers value and expect from the company. Partnering with HPE has not only strengthened myLoc's competitive position, it has helped the company grow.

"The HPE brand is very important, because it brings confidence to our customers," Herrnkind affirms. "They are happy to see that our product is built on a global, trusted brand they can rely on."

Choosing the HPE Apollo 4200 Gen9 Server for myLoc's Root Server underscores Herrnkind's point by bringing both HPE's brand reputation and innovation to a market hungry for advanced capabilities at a good value.

Herrnkind concludes, "The Apollo 4200 Gen9 Server makes our Root Server more attractive to customers, because we can give them the performance they need with twice the disk capacity as before and at a better price point than the competition. We've already seen an increase in new customers since moving to the Apollo 4200 Gen9 and expect that growth to continue."

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