

# Underpin your digital transformation with HPE Operational Services

Read the case studies and find new ways to manage and optimize your IT investment with comprehensive support options from HPE Pointnext

Get started with [HPE Operational Services](#)

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# Introduction

## **What's your focus? Driving innovation? Or maintaining your systems?**

To succeed and thrive in today's digital economy, you need to keep your systems up and running with the agility, availability, and performance your business demands. But as an IT professional, you also need to balance the cost and effort of maintaining your existing systems—at the service levels required—whilst simultaneously delivering IT innovation and accelerating IT service delivery to create competitive differentiation and drive business innovation and growth.

## **Hardware warranty vs. business support**

Whilst the hardware warranty sounds attractive, does it meet the needs of your business? Warranty only provides hardware support if a product or component is found to be faulty, within a certain period. There are no guaranteed response times, time-to-repair commitments, or software support.

However, while the warranty guarantees replacement of the faulty product or component, what will be the impact on the business? For example, if your storage is configured for high availability with RAID, you may be able to wait for a replacement disk to be shipped to you. But if your business depends on the technology or you are experiencing downtime—can your business afford to wait?

In addition, when a warranty replacement part does arrive, there may be no technical expertise provided, no installation and configuration assistance, and no commitment to return the system to the level of functionality and performance your business requires.

Is that what you're looking for? Or does your business demand something better?

## **Leverage HPE expertise to deliver business results**

HPE's services organization, HPE Pointnext, is solely focused on accelerating and simplifying your transformation journey with advisory, professional, and operational services that make it easy to design, build, run, and maintain your systems.

With HPE Pointnext experts as your services partner, we are available to help you create new revenue streams, reduce operational costs, and manage IT risk. We can help fill the gaps, allowing you to quickly take advantage of new technologies or help your IT focus on high priority, high value projects.

## **Operational Services from HPE Pointnext**

HPE Pointnext services are designed to allow you to concentrate on delivering business outcomes, relieving you from having to focus on maintaining your IT infrastructure. We offer various options that allow you to choose the support that's right for your IT, your budget, and your business.



If you're currently relying only on hardware warranties, why not take a look at the following operational services, and see how they can make a difference to your business.

- **HPE Foundation Care** is designed to keep your devices up and running, with HPE experts available to assist when there is a problem. Foundation Care reduces the amount of time your IT team needs to troubleshoot, monitor, and remediate your HPE servers, storage, networking products, and commercial operating systems and hypervisors, while maintaining required levels of availability within budget and resource limitations.
- **HPE Proactive Care** allows you to focus on your business by providing proactive, higher-value support that helps improve the overall availability and stability of your IT systems. Your entire infrastructure stack is supported with services designed to reduce the number of issues you experience and rapidly resolve problems should they occur.

Your devices are connected to HPE for 24x7 monitoring, providing you with a view of your IT from anywhere and on any device. Data received is scrutinized and a meaningful, tailored analysis provides proactive recommendations for firmware and patch updates. Plus when devices are connected pre-failure alerts are sent to help you avoid outages. Calls can be automatically logged and parts dispatched to replace defective components—often before you're even aware of the problem!

- **HPE Proactive Care Advanced (PCA)** offers even more value with the addition of an assigned local Account Support Manager (ASM), providing access to specialist technical resources who can offer tailored advice and share best practices to help optimize your IT operations. Should you experience a complex incident or downtime, HPE will assign a Critical Event Manager (CEM) to manage, monitor, and coordinate the end-to-end process—providing prompt and effective engagement of additional expertise if required—to ensure the fastest possible problem resolution. With systems running smoothly, your staff can focus on new projects and strategic business initiatives.

Over the following pages we share examples of customers who have subscribed to one or more of these services. Discover what HPE Pointnext has done for their business, and then think about how you could save money, reduce risk, and optimize your IT to serve your business better.



## Industry | Media

**HPE Foundation Care enables Starfish Technologies to transform from a software provider to a turnkey solutions provider**



### The business

Headquartered in Reading, UK, **Starfish Technologies** develops digital video solutions for broadcast and media suppliers, along with a wide range of in-house expertise spanning multiple technologies to support the needs of their customers.

### Challenges

As their customer base expanded globally, the cost of flying team members all over the world to deploy software and support became unsustainable. As a result, they looked for a partner with whom they could create a robust appliance using high-quality servers with pre-loaded software and global, 3<sup>rd</sup> party support.

Starfish joined the HPE OEM Program, creating an appliance to address the needs of each customer, with HPE Foundation Care providing global support for appliances shipped worldwide.

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“The HPE OEM Program allows us to ensure that we are delivering high-quality servers optimized for each deployment. This is allowing us to streamline implementation and support while cost-effectively addressing markets all over the world.”

– Graham Neden-Watts, Managing Director of Starfish Technologies

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### Outcomes

Starfish standardized on HPE ProLiant DL360 and DL380 Gen9 Servers. HPE Foundation Care Next Business Day or HPE Foundation Care 24X7 included as part of the total solution allows Starfish to provide each customer with the appropriate level of coverage based on their needs. HPE Foundation Care has helped Starfish Technologies to:

- Efficiently provide hardware support in remote locations
- Minimize time spent troubleshooting, monitoring, and remediating hardware issues
- Ensure availability within limited budgets and resources
- Reduce implementation and support costs



# Industry | Telecommunications

**JSC Ingenium leverages HPE Foundation Care for continuous availability and a competitive advantage**



## The business

Based in Madrid, Spain, **JSC Ingenium** is a telecommunications engineering company specializing in core network infrastructure enabling mobile network and virtual network operators, enablers, and aggregators to quickly startup and grow their businesses.

## Challenges

To maintain high performance and availability as it scales a pay-per-use platform for mobile virtual network operators, JSC Ingenium needed a platform with proven reliability and flexibility. In addition, the company needed 24/7 worldwide support for infrastructure installed across the globe to maintain consistent service level agreements irrespective of a customer's geographical location.

JSC Ingenium built a worldwide network connecting HPE ProLiant DL380 Servers with a follow-the-sun network operations center, and subscribed to HPE Foundation Care to ensure support for customer SLAs.

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“HPE Pointnext provides everything we need. Our departments work every day with HPE and are very happy with the quality and responsiveness of service.”

– Alejandro Gaspar, Head of Customer Solutions, JSC Ingenium

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## Outcomes

HPE Foundation Care provides JSC Ingenium with 24/7 infrastructure monitoring and rapid access to expert technical support when there is a problem, together with a four hour response, enabling them to:

- Maintain continuous availability of global network operations
- Quickly access expert technical support to resolve customer issues
- Ensure rapid problem resolution with worldwide access to replacement parts



## Industry | Sports

### HPE Foundation Care and HPE Proactive Care deliver business-critical trackside services for DS Virgin Racing



#### The business

Established in 2013, **DS Virgin Racing**—a British motor racing team owned by Virgin Group—competes in the Formula E electric racing series. Its goal is to continuously improve Electric Vehicle (EV) technology to power future electric road cars.

#### Challenges

To take advantage of Internet of Things (IoT) data from sensors in their Formula E electric race cars, DS Virgin Racing needed to implement and maintain an advanced analytics infrastructure to optimize performance.

During their racing Season 2 and Season 3 (2015-2016 and 2016-2017, respectively) DS Virgin Racing used a bespoke analytics software running on HPE Moonshot and HPE 3PAR StoreServ 7400 storage. The only thing the team lacked was the internal resources necessary to manage the systems that power their analytics.

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“HPE has knowledge and experience with the demanding conditions of building and maintaining infrastructure to compete in major sporting events. HPE serves as an important part of our team and provides skills and expertise that support our ongoing operations.”

– Sylvain Filippi, CTO of DS Virgin Racing

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#### Outcomes

Based on HPE's previous sporting experience, DS Virgin Racing partnered with HPE, leveraging both HPE Foundation Care and HPE Proactive Care to augment internal staff and connect their infrastructure to HPE for 24x7 monitoring and pre-failure alerts. These services enable DS Virgin Racing to:

- Ensure continuous reliability for business-critical IT infrastructure
- Guarantee worldwide availability of replacement parts
- Run sophisticated simulation programs to improve race efficiency and results



## Industry | Education

ESPE improves performance and availability with HPE Proactive Care



### The business

Established in 1922, **Universidad de las Fuerzas Armadas ESPE** (also called ESPE) is a higher education university in Sangolquí, Pinchincha Province, Ecuador, offering advanced study in diverse subjects such as agriculture, mathematics, aeronautical mechanics, and military science.

### Challenges

When ESPE's legacy HPE servers could no longer keep up with the high-performance demands of complex, compute-intensive workloads for computer science, engineering, and advanced technical projects, ESPE decided to upgrade their infrastructure with a more advanced platform optimized for high-performance computing (HPC) workloads.

ESPE chose the HPE Apollo 6000 System because of its advanced co-processing capabilities enabled by the Intel® Xeon® processor, along with HPE Proactive Care to ensure the availability of the system for advanced experiments that could assist in better preparing students for future scientific and engineering careers.

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“HPE Proactive Care has also been very helpful in maintaining our HPC infrastructure for maximum uptime. As of today, we have had no problems with the solution.”

– Dr. Diego Marcillo, PhD, Head of the HPC Laboratory, ESPE

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### Outcomes

The power, efficiency, and flexibility of the Apollo 6000 enabled ESPE to dramatically improve the performance and efficiency of HPC workloads. Taking advantage of HPE Proactive Care helps ESPE to:

- Ensure system uptime so that students run and complete highly advanced experiments faster and with more precise results
- Reduce costs by improving utilization for virtualized, general-purpose applications
- Support multiple HPE computing environments with one place to call



## Industry | Manufacturing

**Ariete handles peak demand with hyperconverged and HPE Proactive Care**



### The business

Founded in 1962 and based in Mérida, **Comercial Ariete S.A. de C.V.** is a leading transportation and logistics company operating multiple subsidiary businesses throughout Mexico, including owning and operating Avis México.

### Challenges

As the company licensed Avis México's car rental reservation platform to 3<sup>rd</sup> parties—including hotels, airlines, corporate accounts, and other travel and leisure businesses—Comercial Ariete's application-performance and availability requirements increased, while operational costs skyrocketed.

With the goal of quickly and cost-effectively scaling IT capacity and performance when needed—while simplifying their IT environment and lowering costs—Comercial Ariete chose the HPE Hyper Converged 380 together with HPE Proactive Care.

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“The platform's ease of management and automation features means they need to monitor only the system's automated reports and alarms, which has reduced the time spent troubleshooting and has freed up time for more strategic projects.”

– Roberto Pavón, Director of IT, Comercial Ariete S.A. de C.V.

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### Outcomes

HPE Proactive Care helped ensure that throughout the migration process operations were kept running with minimal downtime, with HPE's risk-mitigation plan and implementation experience critical to the success of the project. HPE Proactive Care has also enabled Comercial Ariete to:

- Guarantee a level of performance and agility to drive business growth
- Reallocate IT staff from maintenance work to more strategic IT initiatives
- Fine-tune operations and maintenance with best practices



## Industry | Education

**Liverpool John Moores University maintains peak performance and controls operational costs with HPE Proactive Care Advanced**



### The business

Based in the heart of Liverpool, England, with over 21,000 students from 100 countries, **Liverpool John Moores University** (LJMU) has been automating business processes and incorporating technology into the educational experience to meet the challenges of the 21<sup>st</sup> Century.

### Challenges

With storage capacity and performance strained to the limit, LJMU wanted to transition from a reactive approach to storage maintenance and support. They looked for a new storage solution underpinned by preventative services, including proactive analysis for optimizing storage resources and the ability to engage with experts for consultations on storage utilization issues.

LJMU chose to replace their legacy storage infrastructure with HPE 3PAR StoreServ 7000 Storage, HPE 3PAR Remote Copy Software, HPE 3PAR Replication Software Suite, and HPE 3PAR Application Software Suite for VMware, all supported with HPE Proactive Care Advanced.

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“HPE Proactive Care Advanced Service provides us with ongoing analytics to prevent problems as well as consultations with a storage expert who knows our storage requirements and helps us proactively tune our storage resources and analyze our future storage requirement.”

– Mark Wynne, Assistant Director of IT, Liverpool John Moores University

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### Outcomes

LJMU connected the HPE 3PAR 7400 storage arrays to HPE for 24x7 monitoring, pre-failure alerting, rapid diagnosis, and automatic call logging and parts dispatch. LJMU receives proactive scans, a health check on connected devices, and tailored advice from the assigned HPE Account Support Manager.

By selecting HPE Proactive Care Advanced, LJMU has been able to:

- Optimize availability and performance with proactive storage support
- Maximize storage investments by implementing best practices
- Maintain peak performance and control operational costs



## Industry | Manufacturing

**HPE Proactive Care Advanced helps Mag Instrument introduce new functionality without sacrificing performance and reliability**



### The business

Founded in 1979, **Mag Instrument, Inc.** manufactures MAGLITE®—adjustable-beam, machined aluminum flashlights renowned for their iconic design, function, and durability.

### Challenges

Mag Instruments needed to modernize their entire mission-critical Infor XA environment, designed specifically for discrete manufacturing, to replace obsolete technologies and take advantage of new application features.

To accommodate all of their mission-critical applications, Mag Instruments migrated HPE Integrity Superdome X Servers running Microsoft Windows Server and VMware, with HPE 3PAR StoreServ 7200 to meet their storage requirements, with users accessing the system via Microsoft Windows Remote Desktop. With 100% uptime a key requirement, HPE Proactive Care Advanced gave Mag Instruments the confidence they needed to replace their reliable AS/400 and its OS/400 operating environment.

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“Everything runs better now on the virtual desktops—services are more available and fully protected because they’re running off the Superdome X, and it doesn’t slow down.”

– Eli Ramirez, Senior Programmer Analyst, Mag Instrument

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### Outcomes

With critical business operations on the line, the HPE Integrity Superdome X Servers connect directly to HPE for 24x7 monitoring and support. Proactive monitoring ensures pre-failure alerts are automatically sent for prompt action. Plus, data for tailored reports with advice and recommendations for firmware and software patches are available. HPE Proactive Care Advanced helps Mag Instruments to:

- Continually optimize the solution and accelerate incident resolution when needed
- Prevent problems and ensure availability with preemptive firmware management
- Take advantage of personalized best practice advice from an assigned Account Support Manager



# Industry | Manufacturing

**Pella maintains an agile, reliable infrastructure with HPE Proactive Care Advanced**



## The business

Founded in 1925 and based in Iowa, USA, **Pella Corporation** manufactures premium-quality windows and doors according to lean manufacturing principles and a continuous improvement process model for maximum efficiency.

## Challenges

Pella needed to increase the performance and scalability of their Oracle 10G database applications and Oracle Business Suite ERP, while lowering operational and Oracle licensing costs by moving to an x86 server platform running Linux.

Pella migrated their existing HPE Integrity Superdome 2 Servers running HP-UX to two HPE Integrity Superdome X Servers running Red Hat Enterprise Linux 6.5, with HPE Proactive Care Advanced to provide a personalized and proactive, hands-on approach to deliver the level of service required.

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“We’ve used Proactive Care<sup>1</sup> on all of our Superdomes and find it helpful to have the proactive monitoring and expert assistance.”

– Kenny Nedder, IT Manager of Infrastructure Projects and Architecture, Pella

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## Outcomes

Pella’s Superdome X Servers are connected to HPE’s support infrastructure where they are proactively monitored, with alerts automatically generated if maintenance is required and if data for firmware and software revisions is available for tailored reports and recommendations. HPE Proactive Care Advanced helps Pella to:

- Prevent problems and ensure availability with preemptive firmware management
- Maintain peak performance with regular health checks for business-critical systems
- Provide expertise to quickly manage and resolve problems

<sup>1</sup> Pella uses HPE Proactive Care Advanced for their support.



# Conclusion

## Reduce risk and optimize your operations with HPE Pointnext

Staying competitive and growing business requires that you take advantage of new technologies while focusing on your core strength—your business. Partnering with HPE Pointnext allows you to leverage expertise and best practices gained from supporting thousands of customers globally.

Allow us to help you save time and keep your business operating at peak performance, with a single partner to ensure your systems run at the service level your business demands. We help customers around the world. We can do the same for you.

Learn more about [HPE Pointnext](#) and choose the IT operational service that's right for your team and your business.



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