Hewlett Packard Enterprise

Objective
Offer customers economical and capable upgrade paths that grow business

Approach
Partner with HPE and ClearOS to deliver a dramatically reduced license profile without sacrificing performance, security, or reliability

IT Matters
- Expands IT options with ClearOS application marketplace
- Allows service providers to bring custom solutions to market faster
- Delivers powerful systems reliability and nimble disaster recovery with HPE Integrated Lights Out (iLO)

Business Matters
- Saves 50% over traditional IT solutions
- Delivers only the functionality customers need without paying for more
- Lowers the bar for small and medium businesses to attain enterprise-class IT solutions

J-Tech Enterprises delivers a dream solution for customers of all sizes

Solid value with 50% savings delivered by HPE ProLiant Servers and ClearOS

Success is a team sport

Managed service providers have all the fun. If you play your cards right, you could dip a toe into any number of fascinating industries and end up being a partner in their success.

Just ask Joaquin Ochoa, the owner of J-Tech Enterprises, a Miami-based service provider that supports airlines in the American South, as well as Central and South America and beyond. His customers average between 600 to 1,000 users.

Ochoa isn't just a status-quo IT guy. He's actively looking to help his customers by simplifying, securing, and scaling their businesses. And he relies solely on servers from HPE running on Intel® processors to do it. "My name is good in this industry because HPE makes great products that are 100% reliable," Ochoa explains. It's a claim he backs up with experience.

Foundations that last

During the record-breaking 2017 hurricane season, as Hurricane Irma was heading toward Florida, he contacted his client base and suggested shutting down any unnecessary servers in advance of the storm's impact.

As the storm approached, Ochoa was able to remotely access 50 customer sites through HPE's built-in server management toolset iLO (Integrated Lights Out) and shut down servers from his office. It was a move that saved data, prevented potential hardware damage, and ultimately led to a very nimble recovery after the hurricane passed.

"After the storm, all my customers had Internet access except me," Ochoa recalls. "But I was able to get service through a mobile hotspot and log into their servers and bring them all back online with iLO. It's that ease

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>
> — Joaquin Ochoa, Owner, J-Tech Enterprises

of use, the time savings, the countless travel costs saved, and the hundreds of headaches avoided that make me a huge fan of HPE."

It's just one example of the kind of forward-thinking decision making that makes Ochoa a valuable asset to his customers.

Beyond the status quo

His most recent undertaking is the assessment and evaluation of the entire ecosystem of applications, operating systems, and services he offers his customers. It begs the question: Why would a successful service provider want to do this?

Ochoa has been delivering services on HPE ProLiant servers powered by Intel® Xeon® processors with Microsoft® Windows® Server and business apps for years. "I'm pro Microsoft, but I'm also a Red Hat ® Enterprise Linux Certified guy too," Ochoa explains. "In the end, I'm just looking for the best tools for my customers that also support the growth of my business."

He has mainly offered the Microsoft family of solutions because of the reliability factor. "I've always been attracted to the open-source world because it's cost effective, but when

you run into support issues, the cost factor can outweigh the savings," Ochoa says.

The first use case

His recent discovery of ClearOS—an operating system and application ecosystem developed by ClearCenter—sparked Ochoa's imagination. At the time, he was approaching a systems upgrade project for a Florida trucking company and he saw an opportunity to put ClearOS into the equation.

"The customer had three HPE ProLiant DL360 Gen8 Servers running an older version of Microsoft Windows Server® that was out of support," Ochoa explains. "My first bid was to simply upgrade them to Microsoft Windows Server 2016 on their existing hardware, but they got sticker shock at the price of the upgrade."

Since the company was on the verge of running out of processing resources and storage capacity, Ochoa looked into ClearOS as an alternative. "Their original configuration was three physical servers each running three virtual machines, which meant they needed to buy nine Microsoft licenses—one per each processing core that hosts a VM," Ochoa recalls.

More is less

Ochoa wanted to keep Windows Active Directory installed, so one Microsoft license was still required. But with the ClearOS ecosystem, Ochoa was able to select ClearVM instead of Hyper-V, and access the ClearOS marketplace to choose Gateway, Security, and Application Filtering tools as needed to build the solution environment the trucking company needed.

Ultimately, the customer was comfortable making the switch to ClearOS, and was excited about the opportunity to upgrade not just its software environment but its hardware platform as well. "Going the ClearOS route is going to save the customer 50% over Microsoft," Ochoa explains. "For the cost of the original Microsoft software upgrade alone, the customer will now be able to have ClearOS solutions on brand new HPE ProLiant hardware."

"Now that I've vetted the ClearOS ecosystem for the trucking company, the thing I'm most excited about is exploring this solution further with my other customers," Ochoa says. "To me, ClearOS provides a seamless marriage with Microsoft Active Directory—which is hugely important because every network

out there is attached to Active Directory—so we have direct integration with that. Yet, we also have the ability to offer less expensive alternatives to our customers that are just as robust as the offerings from the traditional market players."

A scalable solution

Another exciting development for Ochoa is the recent offering of the HPE ProLiant MicroServer Gen10 with ClearOS pre-installed. "For my smaller customers, this is a great way to create a simple, fast business server," Ochoa explains. "Having the option to offer HPE hardware and ClearOS bundled in a single branded solution, that's a great addition to our portfolio."

For his customers, the offering lowers the bar for entry into the HPE ClearOS ecosystem, providing a cost-effective alternative to traditional servers. For Ochoa himself, he has chosen HPE ProLiant ML series servers running on Intel® Xeon® processors for his own office use. "I did my ClearOS testing on a ML-series server and that's a great solution as well. Not everyone needs a rackmount server. In fact, I'm constantly surprised at how much performance I get out of my ML-series server."

Customer at a glance

Hardware
- HPE ProLiant DL360 Servers
- HPE ProLiant ML350 Servers
- HPE ProLiant MicroServer Gen10

Software
- ClearOS
- HPE iLO Advanced License

Reliability that speaks for itself

When Ochoa signs a new customer, he's upfront with them about the value of HPE Support Services from HPE Pointnext. "I always recommend they get the iLO Advanced License—the features and functionality are unparalleled," Ochoa says. "And the support you get with it is amazing. When you call, you get a high-level engineer who can actually help you. It's a service that more than pays for itself."

For a service provider like Ochoa, who has regional and international clients, the iLO Advanced License also boosts the support he can offer first-hand. "I deal with customers worldwide—Asia, South America, U.S.—and if I have a server down anywhere in the world, I can login to the iLO and service that machine as if I was physically there on site," Ochoa explains.

It's a feature that sets HPE apart from the competition. "HPE iLO is my 'Get Out of Jail Free' card," Ochoa says. "Dell and IBM don't do this. It's an amazing product. I'm always trying to get my friends to switch to HPE servers, because it just makes everyone's life easier."

Safe, secure, and optimistic

As Ochoa explores the integration between HPE servers powered by Intel® Xeon® processors and ClearOS further, he gets more and more ideas. His latest is a concept for an integrated backup solution for his customer base. "I've been using different backup systems for years, but the more you find out about them, the less I'm convinced about those products," Ochoa relates. "Read the fine print—they might decide to use your data for their own purposes. That's not a secure backup."

Now armed with solutions from ClearOS and HPE, he's planning on designing his own backup system on an upcoming vacation. "The system I design will be safe and secure. And it will be competitively priced because I'm building it with the ClearOS toolbox," explains Ochoa.

That toolbox could just open up a new world of products and services for Ochoa's business. "The combination of ClearOS and HPE really changes things for me," Ochoa sums up. "It's an ecosystem that in every way is on par with Microsoft. There's a really bright future here."

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