



BSO achieves seamless, worldwide access to business-critical services

HPE Synergy delivers high availability for network, cloud and hosting expert

Industry

Telecoms, network, cloud, hosting, managed services

Objective

Build a highly available, easily managed platform to host business-critical client services

Approach

Researched the market and carried out rigorous proof-of-concept testing

IT matters

- Reduces server provisioning times and supports both bare metal and virtualized workloads
- Releases engineers from routine management to work on more creative projects
- Uses composable computing and automation to rapidly program and provision the whole infrastructure

Business matters

- Delivers 15% saving on both CAPEX and OPEX
- Supports business growth through easy onboarding of new clients and faster time-to-market for new services
- Delivers a sound building block for future worldwide business strategy



Challenge

High availability is key

When you're not the biggest player in the market, you have to work smart and that's the secret of success for global network, cloud and hosting expert, BSO. This privately owned international company is led by technologists who continually invest in its network and data centers to create market-leading, progressive solutions that deliver competitive advantage for its clients.

It is this agile business model and growth mindset that has allowed BSO to expand quickly into new territories and in addition to its Dublin headquarters, it now has offices in London, New York, Paris, Dubai, Casablanca, Davao City in the Philippines, Singapore, and Hong Kong. After 14 years of service, it has 103 worldwide data centers and exchange locations that deliver 99.999% availability.

Its network features 96,000 miles of submarine cables and it has 350 clients across 23 countries, operating in highly demanding sectors such as finance, enterprise, e-commerce, broadcast, energy, and wholesale.

"We need a highly available architecture because critical business-oriented applications run on our private cloud infrastructure to ensure business continuity," says Emmanuel Pellé, BSO's chief operating officer. "Low latency, high performance and reliability are critical."

BSO replicates data between two sites and constantly needs to innovate to fight competition from incomers such as Google™ and Amazon Web Services (AWS). To develop its private cloud offering, it wanted a platform where it could implement both bare metal and virtualized workloads on the same hardware. Because it has remote offices, it also wanted to cut down on manpower with a solution that could be managed remotely and easily augmented to onboard new clients and speed time-to-market for new services.



“We are recognized in this field, so specialization is our strategy. Because we can’t match the investment and buying power of larger companies like Google, Apple, Facebook and Amazon, we need to be clever and more customer-oriented with a technical focus. For critical applications and infrastructure uptime, BSO is the leading choice.”

– Emmanuel Pellé, chief operating officer, BSO

“We want to replicate what we have in Paris to allow our customers to be able to use on-demand cloud and on-demand service resources everywhere they need them. To do that remotely, you need to build something with high resiliency and high availability from day one and that is why we chose HPE Synergy technology.”

– Emmanuel Pellé, chief operating officer, BSO



Solution

International strategy

BSO has been a long-time user of **HPE 3PAR storage**, running what is believed to be the largest 3PAR platform in Paris, so it is no surprise that Hewlett Packard Enterprise was featured in its search for a new solution. The **HPE Synergy** composable infrastructure and its automation capabilities put it top of the list following presentations, workshops, and rigorous proof-of-concept (POC) tests.

HPE Synergy brings compute, network, and storage together as a single platform, creating fluid resource pools managed through a single API. HPE Synergy is software-defined and enables users to quickly program and provision their whole infrastructure in a very automated way.

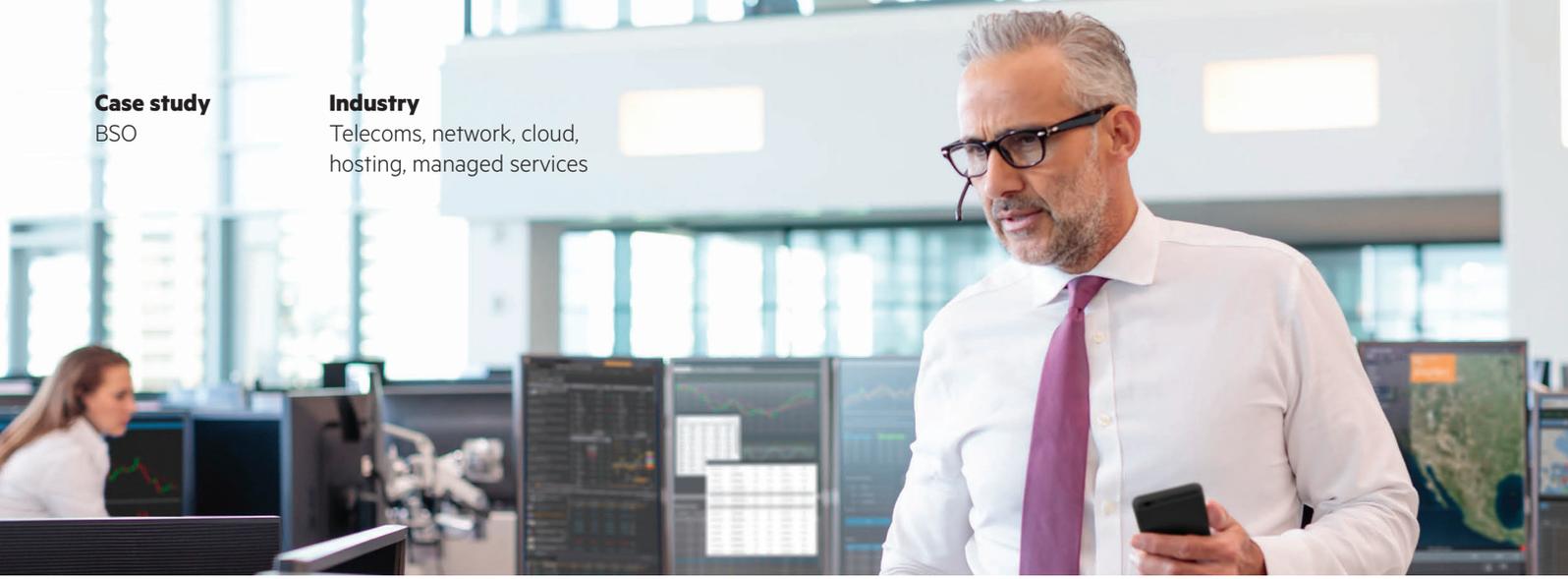
“We looked at cheaper alternatives but calculated that the cost of day-to-day operation, short lifespan and time spent was not worth it,” explains Emmanuel Pellé. “We ran a full bench of tests onto HPE Synergy to assess its resiliency and performance and it passed all the tests.”

BSO has adopted a three-phase implementation at its Paris premises and when that is complete will roll out HPE Synergy internationally. The solution includes 11 HPE Synergy 480 Gen10 compute nodes, three HPE Synergy D3940 Storage Modules and six Virtual Connect systems and BSO is using the **HPE OneView** management platform to simplify provisioning. Implementation was carried out by **HPE Pointnext** which is also delivering a five-year **HPE Foundation Care** support contract.



Case study
BSO

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Customer at a glance

Hardware

- HPE Synergy
- HPE Synergy D3940 Storage Modules
- HPE Synergy 480 Gen10 compute nodes

Software

- HPE OneView

HPE Pointnext services

- Implementation services
- HPE Foundation Care

Benefit

Resiliency and performance

Initial findings on the success of implementing HPE Synergy have been a 15% saving on both CAPEX and OPEX and as it continues with implementation, BSO has been impressed by the ease with which Synergy can be installed, thanks to its sophisticated engineering.

“We think that the resiliency and performance embedded in HPE Synergy is a better investment than spending money on manpower to manage infrastructure failure,” says Emmanuel Pellé. “It simplifies operation and frees up resources, which gives us more options for problem-solving and value-add work.”

Initial use of HPE Synergy will be a mix of onboarding new business and migrating legacy workloads but the HPE technology is just one aspect in a much wider business

strategy for BSO, designed to show customers the value of its engineering and DevOps methodology and to cement its position as a niche expert that puts customer service first.

“We want to replicate what we have in Paris to allow our customers to be able to use on-demand cloud and on-demand service resources everywhere they need them,” concludes Emmanuel Pellé. “If we have customers who need resources in New York or Chicago, Hong Kong or Tokyo we want them to be able to use our network and infrastructure seamlessly across the world. That is our ultimate goal. To do that remotely, you need to build something with high resiliency and high availability from day one and that is why we chose HPE Synergy technology.”

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