



# HPE Nimble Storage helps Bendigo Telco transform IT to accelerate new service delivery

Enables customers to consume storage as needed; creates new revenue stream

## Industry

Managed service provider

## Objective

Simplify storage delivery and administration while supporting a range of hosted customer workload requirements

## Approach

Consolidate on HPE Nimble Storage All Flash Arrays for hosted production workloads and Adaptive Flash Arrays to deliver backup as a service

## IT matters

- Improved data restore times for BaaS customers by 300%
- Achieved 9:1 data reduction in production; 4:1 data reduction for backups
- Reduced storage footprint by 3.5 racks, saving \$8,000 per month

## Business matters

- Launched BaaS offering 9 months faster, accelerating time to revenue
- Assured economical service price point, gaining competitive edge
- Freed time for innovation to move the business forward



By consolidating its storage infrastructure onto HPE Nimble Storage Flash Arrays, Australian managed service provider, Bendigo Telco, simplified the way it delivers, manages, and supports storage and backup services for its hosted customers, improving agility to meet wide-ranging workload requirements while increasing performance and reducing costs.

Businesses in Australia's major metropolitan areas have access to the most advanced telecom and cloud services imaginable from the country's big players. But outside the big cities, regionally based businesses may be challenged to find the same modern services—at least, not at a price that fits their more modest budgets. Bendigo Telco aims to change that situation.

Bendigo Telco is laser focused on serving the local communities and businesses in which it operates—primarily the less-populated regions of the country. The company offers its customers a wide range of technology solutions to enable digital initiatives, like smart cities and Big Data analytics. This includes everything from local data networks and communication services to public cloud and as-a-service offerings. While technology is an integral part of the business, Jarrod Draper, executive general manager of Bendigo Telco's Business & Enterprise Division, is quick to point out that building community is the top priority.

“Moving to HPE Nimble Storage Flash Arrays was one of the easiest deployments we’ve been through. We had whole data centers migrated in weeks instead of months.”

– Kale Beesley, Manager of Infrastructure Services, Bendigo Telco



“We always look first at what our communities and business customers need to grow and be successful,” says Draper. “We then turn to technology as an enabler in that effort.”

Storage is one of those key enabling technologies, essential to manage customers’ production data and backups. However, in its effort to choose storage to address wide-ranging and evolving customer requirements, Bendigo Telco ended up with a mixed bag of platforms and architectures, including Dell EMC block storage, Pure Storage flash arrays, and SwiftStack for aggregating direct-attached storage.

The storage sprawl was consuming too much valuable data center real estate. Moreover, each solution had to be managed separately, requiring dedicated staff and making it difficult to gain clear visibility into the overall storage environment to monitor quality of service and forecast capacity requirements.

Kale Beesley, manager of infrastructure services at Bendigo Telco, remarks, “We wanted to take a more holistic approach to get all the storage features we need in a smaller footprint that would be easier to manage and scale.”

## **Accelerates time to market for new services**

The IT team talked to Bendigo Telco’s existing vendors and also explored the broader market in search of a simpler storage solution to support its diverse customer workload demands. In keeping with the company’s business philosophy, this meant more than just finding the right technology.

Draper explains, “We were looking for more than a traditional supplier of goods. We wanted a partner who really understood our business direction and could put the right technology in place to support it. **HPE Nimble** stood out because they brought the technology and roadmaps we were looking for, but also a focus on building relationships. That was a great fit for us.”

Today, Bendigo Telco has two HPE Nimble All Flash Arrays running production workloads for its hosted customers, and two HPE Nimble Adaptive Flash Arrays for a new backup as a service (BaaS) offering. The company also leverages integrated snapshot replication to protect data across multiple data centers for customers requiring disaster recovery. **HPE InfoSight** is used for analytics-driven storage management.





Beesley reports on the transition to Nimble from the company's previous platforms: "Moving to HPE Nimble Storage Flash Arrays was one of the easiest deployments we've been through. We had whole data centers migrated in weeks instead of months."

Geoff Arnold, systems engineer for Bendigo Telco, elaborates, "Nimble provides software components that are really helpful for simplifying, like native plug-ins for VMware® and Windows® integration tools that allow you to easily consume storage once it's set up. It's so simple—you just configure the storage and consume it."

The speed and efficiency of bringing up the new storage arrays enabled Bendigo Telco to accelerate the launch of its BaaS offering, bringing it to market in less than three months instead of the 12 months originally projected. This had a major impact on the company's revenue outlook.

Draper notes, "We have a strong push to grow our top line, and the BaaS offering will add strategic annual revenue to our balance sheet. Bringing the service to market nine months faster helps us reach our revenue goals that much sooner."

## **Higher performance, lower cost**

HPE Nimble Storage has also brought Bendigo Telco and its customers greater performance and efficiency, which is helping them both save money. For example, BaaS customers rely on rapid restores to keep their businesses running without disruption.

In the past, some customers hit with ransomware reported being down for days because of slow data restoration times, which could involve a terabyte or more of data. Arnold says that experience has changed completely for customers that moved onto Bendigo Telco's BaaS solution. "One of the first comments we get from customers moving to us from their on-premises solutions is, 'it's so fast!' We've seen data restore times improve 300% for some customers."

In addition, strong deduplication and compression on HPE Nimble Storage technology helps Bendigo Telco get more value from available capacity, which is expected to bring down costs. For backups, the company achieves a 4:1 data reduction, and in the all-flash production environment up to 9:1 data reduction. "We derive big cost savings from these data reduction ratios," Arnold points out.



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## Customer at a glance

### Solution

Hosted storage and backup as a service

### Hardware

- HPE Nimble Storage All-Flash Arrays
- HPE Nimble Storage Adaptive Flash Arrays

### Software

- HPE InfoSight

Further cost savings come from a small, more efficient storage footprint. With its move to HPE Nimble Storage, Bendigo Telco reduced its data center floor space by 3.5 racks, which translates to approximately \$8,000 in savings per month, plus additional savings from reduced power and cooling.

Beesley comments, “By lowering our costs we’re able to pass that savings on to our customers. Keeping our services at a good price point is important to the communities we serve and helps Bendigo Telco compete more effectively against the bigger service providers.”

## Freeing time for more innovation

Beyond cost savings, the Bendigo Telco IT team is able to be more productive, since the HPE Nimble Storage solution requires almost no hands-on administration. In the past, three people were needed to manage the different storage platforms, spending many hours each week manually moving workloads around to ensure a good customer experience. Now, it’s a part-time responsibility for one person. “With the Nimble arrays it’s very much hands off from an engineering perspective—storage is just consumable by the customer,” says Arnold.

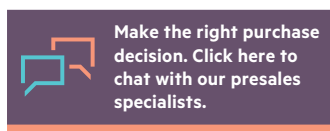
Draper adds, “We’ve moved what used to be an engineering task to our operational teams. That allows our engineering teams to now focus on other emerging technologies and innovations to keep the business moving forward.”

Instead of technology hand-holding, the **HPE Nimble Storage solution** with HPE InfoSight elevates administration to a more strategic level.

Beesley explains, “InfoSight gives us operational visibility to see how customers are consuming storage across all the arrays. We can see growth trends that help with forecasting capacity requirements. When customers ask for metrics specific to their service, InfoSight brings them to us in practically real time instead of waiting days to get a report back from the vendor.”

Draper concludes, “HPE Nimble Storage has fundamentally changed the way we deliver, manage, and support our storage services.”

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