



Building secure cloud services with HPE infrastructure

Voxility keeps its market edge sharp with data center infrastructure from HPE

Objective

Building top-notch cloud infrastructure for large-scale customers based on the most reliable, high-performing hardware available

Approach

Team up with HPE to deliver market-leading IaaS offerings that continue to differentiate with an ever-evolving feature set

IT matters

- Enables remote server management features 80% of its cloud services customers use daily
- Delivers up to 10% performance increase over previous generation of servers
- Provides the speed and reliability to support intensive finance, gaming, and high-traffic websites workloads

Business matters

- Supports agile go-to-market strategy for new product rollouts
- Delivers superior business continuity through early product access and testing
- Differentiates with an ever-evolving innovation platform tailored to customers



Executive summary

Voxility is a global infrastructure-as-a-service (IaaS) provider with significant server deployments in the world's largest internet hubs. With a customer base including leaders in the finance, gaming, and telecom industries, Voxility keeps its market edge by relying on HPE ProLiant servers that offer performance, security, and management differentiators to its client base.

Hardware wars

Today, there are so many ways to build a business platform without building your own data center. The choices can be a little overwhelming. Between cloud (public or private), managed service providers, IaaS, platform-as-a-service, and software-as-a-service partners, how do you know what is best for your business model?

If you want to innovate on industry-leading infrastructure while having ultimate control of the hardware, the answer is easy—IaaS. Just ask international provider Voxility, who offers dedicated servers and networking equipment as a service in the biggest internet hubs in the world. "We think of ourselves as infrastructure-as-a-service of choice for some of the world's most secured cloud services," says Maria Sirbu, Vice President of Business Development at Voxility.

The company rents enterprise hardware combined with network access, 1 Tbps+ distributed denial-of-service (DDoS) protection, and on-site support services in more than 20 data centers throughout the world. Typical customers include cloud providers, telcos and data centers, hosting providers, and high-traffic websites.



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– Maria Sirbu, Vice President of Business Development, Voxility

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Fighting the cloud giants

Unlike some of its peers in the IaaS space, Voxility is not interested in joining the race to the bottom. “In today’s web hosting industry, many hardware providers focus almost solely on price point,” explains Maria. “Not Voxility—and our customers come to us for that very reason. We rent enterprise-grade hardware solutions in the best-connected data centers, offering an a-la-carte menu of servers, switches, private circuits, premium internet connectivity, and security services. And we don’t limit our customers to preconfigured hardware models. Businesses interested in having a serious online presence come to us and spec out their own infrastructure based on offerings from HPE.”

The challenges that Voxility and the IaaS sector face are something Maria and team discuss frequently: “How do we scale instantly while retaining the benefits of premium dedicated infrastructure? What are the advantages of IaaS vs. the cloud giants?”

It always comes down to the same answers. “The advantages we offer our customers are the flexibility and quality they need in areas where other providers can’t deliver, especially for those who want to feel like they own the hardware,” Sirbu says. “We attract finance customers by providing fast enterprise hardware solutions charged by the hour; CDN customers with globally distributed data centers and custom-built servers; cloud service providers with

best-in-class regional content distribution; and gaming customers with secured infrastructure for large DDoS attacks.”

A smarter battle plan

Voxility has been choosing HPE ProLiant servers for their IaaS offerings for more than 10 years. “We solve the IT requests of internet industry’s most meticulous clients and so far this has translated into offering highly customizable enterprise hardware solutions with full console access,” Maria explains. “In fact, early on, HPE made a huge impression on us with its Integrated Lights-Out (iLO) functionality. Being able to give our customers that kind of friendly remote server management was a huge differentiator for Voxility”

With HPE iLO 5, those features are enhanced and extended. “Our customers can now check system health through iLO, and they can monitor server activity during boot without launching the console, which is a huge time saver,” explains Maria.

And because HPE ProLiant server’s iLO management improves with each generation, Voxility’s client base is evolving alongside HPE. “When we started deploying HPE servers years ago, iLO was a major differentiator, and we actively encouraged our customers to take advantage of it. Today, 80% of our cloud services customers use iLO on a daily basis—we think it’s the best server management tool in the business.”





Case study
Voxility

Industry
Information
technology

Customer at a glance

Solution

High-end IaaS built on a user-customized HPE ProLiant Server infrastructure

Hardware

- HPE ProLiant DL360 Gen10 Servers
- HPE ProLiant DL380 Gen10 Servers
- HPE ProLiant DL560 Gen10 Servers

Software

- HPE Integrated Lights-Out

Voxility also chooses HPE servers for reliability. “HPE ProLiant Servers simply perform better over the long term than other brands with a minimum of downtime,” Maria explains. “For any internet-based business, downtime is critical. Voxility has maintained an excellent reputation with our customers by continually delivering uptime that exceeds industry standards.”

Prepared for what’s next

When HPE announced its **Gen10 server** family, Voxility saw another opportunity to deliver extended value to its customer base. “We have a great relationship with HPE, and our reps have always taken very good care of us, so when Gen10 was announced, we were able to test their new features before the product was on the market,” Maria recalls. “We tested new generation servers before their launch in our own environment to avoid any potential business disruption or downtime.”

As a result, when the product line became available, Voxility was ready to roll out HPE ProLiant DL360, DL380, and DL560 Gen10 servers swiftly and confidently. “Since we were already integrating the new

technology globally in all our data centers, we could really go to market faster and offer our customers something that could differentiate their business based on performance, manageability, and security. HPE Gen10 Servers are now mainly used for processing bigger data, more complex applications and critical web services.” Maria explains. “In fact, many times through the years, we have been the first IaaS providers to promote the latest generation HPE hardware, which was a great market advantage for us—a game changer for both us and our customers.”

It is just one more reason the team at Voxility sees HPE as more than just another technology vendor. “HPE is one of the most engaged hardware providers we’ve ever dealt with,” Maria sums up. “HPE is a foundational element in our business model. The guidance, support, and feedback we get from our sales team always translates into something meaningful for Voxility.”



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