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ViBiCloud sees explosive growth from hybrid cloud solution

Industry
Cloud services provider

Objective
Meet customer demand for high-performance computing in hybrid cloud environments

Approach
The HPE ProLiant for Microsoft Azure Stack hybrid cloud solution allows customers to deploy Azure-consistent services in their data centers

IT matters
- Delivers scalable performance to data-intensive industries in the region
- Streamlines troubleshooting and updates while allowing developers to deploy across cloud environments without changing code
- Helps customers meet strict Indonesian regulations for data sovereignty

Business matters
- Experiences 300% growth in revenue by offering the HPE ProLiant for Microsoft Azure Stack solution
- Provides opportunities to add services and develop industry-specific solutions for customers

In Southeast Asia, demand for connectivity is on the upswing—including businesses looking to analyze, compute, and make decisions based on larger and larger data sets. ViBiCloud, an Indonesian cloud solutions provider, is helping these businesses optimize their operations with the **HPE ProLiant for Microsoft® Azure Stack hybrid cloud solution**.

Challenge

Compliance and computing power for financial services and natural resources industries
It's critical for businesses in Indonesia's palm oil and oil and gas industries to be able to rapidly collect, upload, and manipulate high-resolution imagery, as well as other data for modeling and exploration purposes. As these industries look to employ more edge applications in the field, they need a hybrid cloud solution that can support their demanding connectivity and computational requirements.

Additionally, in Indonesia, government regulations require financial and other sensitive data be housed in country, posing a challenge to ViBiCloud's financial services customers who need to run Azure-consistent services—like they do in public clouds around the globe—within the country's borders.

> "Our customers don't want to invest in or manage hardware but, at the same time, they need more computing power to run data-intensive applications like image stitching and mapping. HPE ProLiant for Microsoft Azure Stack is allowing us to deliver that."
>
> – Frank Hodyson, VP of Commercial, ViBiCloud

Solution

Powerful and flexible hybrid cloud computing

ViBiCloud was already providing Microsoft Azure cloud services when it began to understand that offering a compatible hybrid cloud solution, Microsoft Azure Stack, was a critical next step in supporting its current customers and key to attracting new ones.

"Some customers were looking for a solution that can handle high-performance analytics resources that ViBiCloud couldn't provide on the public cloud," says Frank Hodyson, ViBiCloud VP of Commercial. "We had limited resources—and we wanted to provide support for image stitching and mapping applications that require a large amount of bandwidth."

ViBiCloud was aware of several companies offering Microsoft Azure Stack hybrid cloud solutions but chose to work with HPE to implement its solution—HPE ProLiant for Microsoft Azure Stack.

"We chose HPE because of their expertise and support," recalls Hodyson. He adds, "HPE has a digital transformation mission. This was in line with our vision—to help our customers with their digital transformation."

He points to his pre-purchase visit to the jointly operated HPE and Microsoft's Azure Stack Innovation Center (ASIC) in Singapore as essential to gaining a better understanding of the solution's benefits and possibilities for ViBiCloud customers. He returned a second time for hands-on assistance planning and designing ViBiCloud's specific solution and to test customer use cases on Azure Stack architectures.

ViBiCloud was able to take advantage of HPE's configuration flexibility. Unlike its competitors, HPE offers numerous configuration options, including the ability to add nodes in individual increments as needed. ViBiCloud originally purchased a six-node configuration but recently added two additional nodes and plans to install four more in the near future.

The solution is delivered preconfigured and is installed on-site by HPE Pointnext experts, who had ViBiCloud up and running within days. The Azure Stack install was one of HPE's first in Indonesia and Hodyson felt it went smoothly.

"During implementation, HPE coordinated with our team to make sure the deployment was completed quickly," he says. "Also, when we saw an issue after installation, HPE support was very helpful."

Benefits

Distributing workloads for fastest processing

Azure Stack enables ViBiCloud customers to harness the power of a hybrid production environment where they can run intensive Azure-consistent workloads more quickly on a private cloud, and sync to mirrored Azure services on the public cloud. For example, oil and gas customers can analyze and influence data on the hybrid cloud, eliminating the delay that can occur when uploading large amounts of data to the public cloud in Singapore. They can also upload data from their edge applications—like those monitoring activities in the field—to the private cloud more quickly for immediate analysis.

"HPE has a digital transformation mission. This was in line with our vision—to help our customers with their digital transformation."

– Frank Hodyson, VP of Commercial, ViBiCloud

Customer at a glance

Solution
- Hybrid cloud solution that allows customers to run Microsoft Azure services in local data centers

Hardware
- HPE ProLiant for Microsoft Azure Stack

HPE Pointnext
- Factory build and services for Azure Stack including basic install and connection to customer network

Software
- Microsoft Azure Stack

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The HPE ProLiant for Microsoft Azure Stack solution also solves data compliance issues, allowing financial institutions to store sensitive data on an on-premises cloud within the country, while still running DevOps, analytics, and other workloads in the public cloud.

"One of our customers from the financial services industry is doing DevOps for the government, so they have to meet government regulations," explains Hodyson. "They're developing in Vietnam and Hong Kong, so we built them a private cloud in Indonesia to house data. Once they've developed their products in the public cloud, they can migrate them to Azure Stack without having to re-engineer them."

Substantial growth with no slow-down in sight

ViBiCloud is astonished at the growth it has seen since beginning to offer the HPE ProLiant for Microsoft Azure Stack solution. A relatively small company and only five years old, Hodyson says, "ViBiCloud is still just a baby, and we are growing very fast because we're able to attract new customers in industries requiring hybrid cloud solutions."

"Every year we've seen triple-digit growth and, actually in the last six months, we have grown 300%—directly attributable to this HPE-Microsoft solution," he continues.

Currently running its Azure Stack services out of two colocation data centers in Jakarta, ViBiCloud expects to expand to a third shortly.

The solution has created new revenue opportunities for ViBiCloud, including being able to offer additional services—like backup and preparing virtual networks—and to develop industry-specific solutions. ViBiCloud was also able to simplify its own internal operations, creating small, agile teams to implement, support, and maintain customer hybrid cloud services. Additionally, HPE ProLiant for Microsoft Azure Stack's automated tasks allow ViBiCloud to onboard customers much more quickly than before.

Aside from the solution itself, Hodyson attributes ViBiCloud's success to his team's agility and close partnership with HPE.

"Since we are partnered with HPE, we can just keep growing more and more," Hodyson predicts.

Learn more at
hpe.com/cloud/azure-stack