

We bolster Strategic Partnership With Hewlett Packard Enterprise For emPOWER Cloud Refresh - blueAPACHE

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Details:

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Melbourne, 22 September 2020 – We announced we were undertaking a technology refresh and transformation of our emPOWER Cloud with the support of Hewlett Packard Enterprise's (HPE) extensive portfolio offerings. HPE GreenLake and HPE Storage and Server technology enable us to boost the performance and agility of our Infrastructure as a Service (IaaS) platform offering as we deliver to an ever-growing global customer base. At the same time, it will enable us to offer customers a more flexible, hybrid cloud pay as you go consumption pricing model for IT adoption.

Our end-to-end transformational services are backed by ISO 27001 certification and are delivered across the entire suite of the organisation's emPOWER portfolio, including Managed Services and Support, Internet and Private Network, Hybrid and Private Cloud, Telephony and Collaboration, Software and Solutions, as well as consulting services, including security, risk and compliance.

"As one of a select group of HPE Gold Partners, we've become a flagship HPE service provider partner able to offer services from the edge to data centre," says Chris Marshall, managing director, blueAPACHE.

"We're always looking to see how we can provide customers with choice, free up their internal teams, improve customer support and propel innovation through our emPOWER Services. HPE technology has underpinned our emPOWER Cloud since launching in 2010, and I am very excited about the capabilities that our renewed partnership will bring moving forward."

Specifically, we have deployed HPE Primera storage, HPE Synergy, and HPE ProLiant servers available within the HPE GreenLake service offering. These technologies provide blueAPACHE with the opportunity to offer hybrid public cloud services and infrastructure as-a-service for workloads, on premises, fully managed in a pay-per-use model at the edge, in colocations and in data centres.

In addition, HPE GreenLake will enable us to bring support for Microsoft SQL Server, Oracle, and SAP HANA environments all delivered under one service level agreement.

"The combination of blueAPACHE technical excellence with HPE Pointnext Technology Services allows us to address enterprise requirements whilst delivering mid-market agility. Key is the connectivity fabric allowing blueAPACHE to extend this scale out compute platform into global geographic locations, connecting to all disperse sites" says Marshall.

In addition, we can also support HPE customers who are seeking dedicated private cloud environments. Organisations undertaking structural transformation are looking for agile environments that can scale to meet the demands that transformation is having on their data centre footprint.

"Our partnership with blueAPACHE continues to strengthen and deliver additional market reach and expertise to drive growth and support HPE's positioning as an edge-to-cloud platform-as-a-service company. By using secure, high-performing storage and compute solutions from HPE that are delivered as-a-Service through HPE GreenLake, blueAPACHE's emPOWER Cloud stack can now

expand global scale and reach for its customers” said Narinder Kapoor, Senior Vice President and Managing Director, HPE Asia Pacific.

The new technology refresh on the latest HPE technology also allows us to scale out composable infrastructure supporting various workloads, from legacy line of business applications, to the latest containerised micro services and hosting of new platform application services.

“It’s about giving customers an API driven virtual data centre resource,” says Marshall. “The key difference with blueAPACHE is we are not using cheap commodity hardware, it is about enterprise grade, protecting mission critical workloads supported by the latest all flash, high performance storage arrays guaranteeing 100 per cent uptime availability.”

Marshall says that assessing and understanding the right workload in the right cloud is key for customer success. What sets the company apart has always been 100 per cent accountability of the infrastructure client applications reside on and are delivered through.

“This level of control and management of delivery has allowed blueAPACHE to offer a completely accountable solution from the desktop to the data centre. We run our own platform of services that we deliver to our customers and these are run on a global scale. We can provide customers with cloud consumption, guaranteed uptime performance and the agility to scale up and down based on the demands of their business with cost predictability.”

“2020 is a big year for blueAPACHE, particularly for our service provider business, where we have a significant program of work in place to bring new capabilities and accelerate the time to value for our customers. I am ambitious to see blueAPACHE continue to grow our global business, allowing us to export the capabilities of our incredible team. Key customer wins will see further investment in our global business, with a particular focus on Singapore and the U.S. We’re looking forward to being a pre-eminent HPE service provider partner globally,” says Marshall.

About blueAPACHE

Since 1998, we have been helping organisations access technology to their business advantage. We achieve this by providing IT management, IT strategy and converged IT services to clients across Australia, UK, Asia and North America.

We are renowned for helping organisations grow by removing the IT capital investment required to fund expansion. By delivering IT as a Service, we have revolutionised the way organisations access technology and communications with affordable solutions that provide true scalability, elasticity and agility.

Our team of industry specialists work together to provide outstanding solutions to the complex technology problems. In addition to taking ownership of our clients’ IT challenges, we also leverage technology to improve business performance, align strategy, and drive their business objectives.

With technical expertise, experience and infrastructure, we are the ideal technology partner for organisations looking for a professional IT services partner that will enable them to free up capital expenditure and focus on their core business – knowing that their IT is aligned to their needs, tailored for their objectives and underpinned by a team of industry experts.

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What did you announce in September 2020 regarding your partnership with HPE?

On 22 September 2020, we announced we were undertaking a technology refresh and transformation of our emPOWER Cloud with the support of Hewlett Packard Enterprise (HPE), using HPE GreenLake and HPE Storage and Server technology to boost the performance and agility of our Infrastructure as a Service (IaaS) platform.

Which HPE technologies were announced for the 2020 emPOWER Cloud refresh?

The 2020 announcement named HPE Primera storage, HPE Synergy and HPE ProLiant servers within the HPE GreenLake offering.

How does the HPE GreenLake partnership change your pricing model for customers?

HPE GreenLake enables us to offer customers a more flexible, hybrid cloud pay-as-you-go consumption pricing model for IT adoption, allowing infrastructure to be delivered on premises and fully managed in a pay-per-use model at the edge, in colocations and in data centres.

What enterprise software environments will HPE GreenLake help you support?

HPE GreenLake will enable us to bring support for Microsoft SQL Server, Oracle, and SAP HANA environments, all delivered under one service level agreement.

What did Chris Marshall, managing director at blueAPACHE, say about the company's HPE partner status?

Chris Marshall said, "As one of a select group of HPE Gold Partners, we've become a flagship HPE service provider partner able to offer services from the edge to data centre," and noted that HPE technology has underpinned our emPOWER Cloud since it launched in 2010.

What did HPE's Narinder Kapoor say about the partnership with you?

Narinder Kapoor, Senior Vice President and Managing Director of HPE Asia Pacific, said the partnership with us continues to strengthen and deliver additional market reach and expertise to drive growth and support HPE's positioning as an edge-to-cloud platform-as-a-service company, and that by using secure, high-performing storage and compute solutions from HPE delivered as-a-Service through HPE GreenLake, our emPOWER Cloud stack can now expand global scale and reach for its customers.

What differentiates your infrastructure approach from using cheap commodity hardware, according to Marshall?

Marshall said we are not using cheap commodity hardware but rather enterprise-grade infrastructure protecting mission-critical workloads, supported by the latest all-flash, high-performance storage arrays guaranteeing 100 per cent uptime availability.

What growth priorities did Chris Marshall highlight for your global business in 2020?

Marshall said 2020 was a big year for our service provider business, with a significant program of work to bring new capabilities and accelerate time to value for customers, and highlighted ambitions to grow the global business with a particular focus on Singapore and the U.S., aiming to be a pre-eminent HPE service provider partner globally.

What certification backs your end-to-end transformational services?

The 2020 article described blueAPACHE's services as backed by ISO 27001 certification. Certification concerns the organisation's ISMS and applicable scope; it is not certification of every individual product or service. Confirm current certification standing and scope separately.

What historical growth outcome did HPE report for the cloud platform?

HPE's February 2021 case study described HPE GreenLake, Synergy compute and Primera storage helping align infrastructure costs with customer revenue and sustain a 30% year-on-year growth rate. This was a historical reported outcome, not a current growth claim or evidence that every later platform configuration produced the same result.

When were you founded and what does the company do?

Since 1998, we have been helping organisations access technology to their business advantage by providing IT management, IT strategy and converged IT services to clients across Australia, UK, Asia and North America, delivering IT as a Service to remove IT capital investment requirements and provide scalability, elasticity and agility.