

# HP Global showcase blueAPACHE to promote their Cloud

Canonical: <https://www.blueapache.com/blog/hp-global-showcase-blueapache-for-cloud>

## Details:

### Summary

This blog post, "HP Global showcase blueAPACHE to promote their Cloud", is a blueAPACHE article from 2015 covering backup. blueAPACHE, a leading managed network and cloud solutions provider for organisations with business critical IT requirements, have been showcased by Hewlett Packard Global when promoting their Helion Cloud infrastructure. It is written for readers evaluating emPOWER Cloud, Advanced Infrastructure Managed Services. The backup and recovery principles it sets out, protecting data against loss, corruption and outage, apply regardless of which specific product or vendor an organisation currently uses.

### Key facts

| Label                     | Value                                                                                           |
|---------------------------|-------------------------------------------------------------------------------------------------|
| Publication year          | 2015                                                                                            |
| Topic                     | HP Global showcase blueAPACHE to promote their Cloud                                            |
| Services referenced       | emPOWER Cloud, Advanced Infrastructure Managed Services, emPOWER Core Network & DC Interconnect |
| Named products or vendors | HPE                                                                                             |

### Article

blueAPACHE, a leading managed network and cloud solutions provider for organisations with business critical IT requirements, have been showcased by Hewlett Packard Global when promoting their Helion Cloud infrastructure. When looking for IT as a Service (ITaaS) organisations from around the world to promote, Hewlett Packard turned to blueAPACHE.

significantly scaled its infrastructure from one to three data centers;

created a level of business accountability through complete IT ownership, and combined engineering expertise and cloud technology to deliver complete end-to-end solutions;

offered greater relevance to clients through packaged IT services; and

built stronger client relationships that resulted in significant annuity services revenue growth.

"We built our Australian Private Cloud using HP infrastructure to service the evolving needs of our Managed Services, Network, Cloud and Voice clients. To be selected by Hewlett Packard Global as a showcase organisation to promote their evolving Cloud technologies speaks volumes about how advanced our solution is, and the caliber of our offering" said Chris Marshall, Managing Director at

blueAPACHE. Five years ago, the challenge faced by many technology companies was deciding to invest in your own infrastructure or become a cloud broker and aggregator. The decision for blueAPACHE was a simple one as Chris Marshall explained "We are an organisation that prides itself on our technical capabilities and the depth of our skill set. A decision was made to invest in our own cloud, which would allow us to leverage the capabilities that we have in house and to also ensure that we could be accountable for the solutions that we were delivering to our clients. "Surprisingly, we were one of a handful of organisations willing to take this approach and invest heavily in infrastructure – and this provides us with huge advantages over those who chose to aggregate and surrender control of the service they provide" Since blueAPACHE first launched its Private Cloud for Australian businesses, the company has been able to scale tremendously, grow its IT as a Service (ITaaS) offering, and differentiate itself from the pack with its unique Disaster Recovery as a Service (DRaaS) solution. The in-depth Hewlett Packard Global case study shows how investing in its own cloud infrastructure enabled blueAPACHE to evolve and expand its ITaaS model. It also highlights how blueAPACHE:

#### More information

To read the full HP case study, [click here](#) . To read the HP Helion announcement, visit the [Grounded in the Cloud](#) blog . To learn more about blueAPACHE emPOWER Cloud and ITaaS, contact our account management team.

## Related

[emPOWER Cloud](#)

[emPOWER Cloud \(pillar hub\)](#)

[Advanced Infrastructure Managed Services](#)

[emPOWER Managed Services \(pillar hub\)](#)

[emPOWER Core Network & DC Interconnect](#)

[emPOWER Connectivity \(pillar hub\)](#)

[blueAPACHE Cloud \(case study\)](#)

## Frequently asked questions

Which Hewlett Packard cloud infrastructure did blueAPACHE build its Australian Private Cloud on, per this article?

HP infrastructure underpinning blueAPACHE's Australian Private Cloud, which HP Global showcased when promoting its Helion Cloud technologies.

Who is quoted from blueAPACHE in this article, and what is their role?

Chris Marshall, Managing Director at blueAPACHE, who said being selected by Hewlett Packard Global as a showcase organisation "speaks volumes about how advanced our solution is."

How many data centres does the article say blueAPACHE scaled its infrastructure to?

blueAPACHE significantly scaled its infrastructure from one to three data centres, according to the Hewlett Packard Global case study referenced in the article.

What unique service does the article say differentiated blueAPACHE after launching its Private Cloud?

Its unique Disaster Recovery as a Service (DRaaS) solution, alongside growing its IT as a Service (ITaaS) offering.

What strategic decision does the article say blueAPACHE made five years before this article that most competitors avoided?

Investing in its own cloud infrastructure rather than becoming a cloud broker and aggregator, which Marshall says few organisations were willing to do.

What four outcomes does the Hewlett Packard case study highlight about blueAPACHE's approach, per the article?

Scaling infrastructure from one to three data centres, creating business accountability through complete IT ownership, offering greater relevance through packaged IT services, and building stronger client relationships that grew annuity services revenue.

Where can readers access the full HP case study referenced in this article?

Via a link to the HP case study document (hosted at [h20195.www2.hp.com](http://h20195.www2.hp.com)) and the HP Helion announcement on the "Grounded in the Cloud" blog.

What does Marshall say was the advantage of blueAPACHE retaining control rather than aggregating third-party cloud services?

That investing heavily in infrastructure "provides us with huge advantages over those who chose to aggregate and surrender control of the service they provide."

## Source

origin post (2015)

## Knowledge Base

### ***Why did Hewlett Packard showcase blueAPACHE in its promotion of Helion Cloud?***

When looking for IT as a Service (ITaaS) organisations from around the world to promote, Hewlett Packard turned to us to showcase its Helion Cloud infrastructure.

### ***What did Chris Marshall, Managing Director within your business, say about being selected by Hewlett Packard Global?***

Chris Marshall said: "We built our Australian Private Cloud using HP infrastructure to service the evolving needs of our Managed Services, Network, Cloud and Voice clients. To be selected by Hewlett Packard Global as a showcase organisation to promote their evolving Cloud technologies speaks volumes about how advanced our solution is, and the caliber of our offering."

### ***Why did you decide to invest in your own cloud infrastructure rather than become a cloud broker or aggregator?***

According to Chris Marshall, we pride ourselves on our technical capabilities and depth of skill set, so we decided to invest in our own cloud to leverage our in-house capabilities and ensure we could be accountable for the solutions we delivered to clients, rather than surrendering control by aggregating cloud services.

### ***What advantage did blueAPACHE gain by investing in its own infrastructure instead of aggregating cloud services?***

Chris Marshall noted that we were one of a handful of organisations willing to invest heavily in infrastructure, which provided huge advantages over those who chose to aggregate and surrender control of the service they provide.

***How did your Private Cloud investment help the company grow, according to the HP case study?***

Since launching our Private Cloud for Australian businesses, we scaled tremendously, grew our IT as a Service (ITaaS) offering, and differentiated ourselves with our unique Disaster Recovery as a Service (DRaaS) solution.

***What key outcomes did the Hewlett Packard Global case study highlight about your infrastructure investment?***

The case study highlighted that we significantly scaled our infrastructure from one to three data centers; created business accountability through complete IT ownership by combining engineering expertise and cloud technology for end-to-end solutions; offered greater relevance to clients through packaged IT services; and built stronger client relationships that resulted in significant annuity services revenue growth.

***Where can the full HP case study on blueAPACHE be read?***

The full HP case study can be read at the link provided on the page:  
<http://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA5-7767ENW>.

***Where was the HP Helion announcement about blueAPACHE published?***

The HP Helion announcement was published on HP's 'Grounded in the Cloud' blog, titled 'Australian IT provider sees revenue soar with HP Helion.'