Hewlett Packard Enterprise

The Sourcing Company commits exclusively to Azure and HPE

The Sourcing Company primed for strong growth with Hewlett Packard Enterprise, Microsoft and inovativ

Objective

- Using HPE Azure Private Cloud (HPE-APC) based on Microsoft technology, The Sourcing Company has created an integrated, modular and virtualised, scalable cloud platform supporting seamless simultaneous high-speed access for all its customers. This cloud platform is designed to accommodate the annual doubling of the company's operations.

Approach

- The Sourcing Company is one of the few hosting providers that independently decided to select all equipment for the HPE-APC on the basis of Microsoft technology. The HPE Azure Private Cloud solution enables The Sourcing Company to offer its customers high throughput speed with minimum latency, resulting in high performance and nearly 100% availability.

Results

1. IT enhancements

- Higher throughput combined with sub-millisecond latency

- Higher performance and almost 100% availability, helped by HPE Support

- Efficient, fully automated management using Microsoft System Center and Windows Azure Pack

Business improvements

- The latest HPE and Microsoft technology allows modular integration into existing infrastructure
- New hardware can be added and extended more flexibly

Cloud provider The Sourcing Company sees its cloud capacity doubling every year. The company operates its WebInfra private cloud service in the Eurofiber data centre in Groenekan (production) and its own data center in Woerden (backup and recovery). As a Microsoft partner it also provides public cloud solutions as well as hybrid cloud solutions via HPE's Azure Private Cloud. The Sourcing Company provides for the needs of service companies ranging from 25 to 500 automated workplaces, with a focus on law firms, housing corporations and health care providers. The success of the company is based on a service concept enabling specialists to respond immediately to queries and questions of customers, enabling them to carry on with their core business.

Currently based in Woerden, The Sourcing Company started in 2007 at Nyenrode Business University in Breukelen. In the start-up phase, the company focused on outsourcing, managing the IT infrastructure of its customers. Today, the business has developed into a cloud specialist with 30 employees and over 100 customers. As a 'Cloudstanding founding partner' of Microsoft, The Sourcing Company experiences strong growth. Only partners running all HPE and Microsoft cloud solutions in their own environment are awarded this exclusive status.

The Sourcing Company has adopted a service concept with specialists capable of answering all customer questions. They build the solution for the customer and keep actively involved, so that they can quickly respond to any customer questions. During phone calls with customers, the specialists of The Sourcing Company will answer 85% of all questions on the spot, ranging from advice on devices to solving issues on the Eurofiber infrastructure.

"We can meet annual growth demands of 100 per cent, thanks to the reliable Cloud infrastructure developed by Hewlett Packard Enterprise, Microsoft and inovativ. They keep us up to date with new technologies, enabling us to keep ahead in our market."

- Ronald Verweij, Managing Partner The Sourcing Company, Netherlands

Modular & Flexible

Low-threshold entry

Supported by Microsoft

Cloud solutions

As all customers share the same hardware platform, the annual doubling of customer demand meant that the system was nearing its capacity limits. Every two to three years, The Sourcing Company evaluates the system's core components, while regularly investing in new hardware to offer customers optimum performance across its cloud solutions. Following a comprehensive comparison, The Sourcing Company opted for the hardware of Hewlett Packard Enterprise (HPE).

HPE Azure Private Cloud (APC)

Ronald Verweij, Managing Partner at The Sourcing Company, says, "There were three decisive arguments in favour of HPE: the excellent connectivity of the HPE infrastructure with Microsoft's Azure Cloud; the fully modular, virtualised, scalable infrastructure; and the most competitive price-performance ratio. Our existing Cisco core switch no longer met our requirements, and HPE offered a better alternative."

Hewlett Packard Enterprise Hardware

Verweij adds, "As we opted for an HPE-only hardware solution, all our equipment now communicates seamlessly with Microsoft's Azure Cloud. HPE outperforms the competition in this respect. They helped us perform a controlled, phased installation of the latest hardware and software (OneView) of switches, servers, SSDs, storage, wifi devices and network configuration, while inovativ assisted us with the software. Combined with the transition from VMware to the Hyper-V software of Microsoft, this resulted in a significantly higher throughput, with sub-millisecond latency. This directly benefits our customers."

Modular

With the new infrastructure in place, The Sourcing Company is poised for flexible growth. "All components are modular, so we can continue to run our legacy equipment in our data centre, while simply adding newer components," says Verweij. "Infrastructure availability is impressive: it's two years since we had unplanned downtime involving HPE parts, and the problem was quickly resolved. Therefore, it's justified to say that availability is almost 100 per cent. And the phased upgrading of the systems also went without any particular problems."

Versatile platform

The Sourcing Company deploys the versatile platform for mission-critical applications such as Microsoft Exchange and Skype. It also offers customers a browser-based portal with remote apps for Windows 10, enabling customers to access some 400 apps for iPad, Android and Windows 10 by means of a 'remote desktop'.

Cooperation

Verweij is very satisfied with the cooperation with all parties involved. "The Sourcing Company, Hewlett Packard Enterprise and inovativ keep each other informed of the latest developments around Microsoft's Azure Private Cloud technology. This helps us to let our customers derive full benefit from the latest technology," Verweij concludes.

Learn more at:

hpe.com/nl/apc

Solution overview

Hardware
- HPE FlexFabric 5930 Switch Series
- HPE 3PAR StoreServ 8200 en 7400
- HPE DL380 Gen9 en DL360 Gen9

Software
- HPE OneView
- Microsoft Hyper-V Server
- Microsoft Dynamic Data Center
- Microsoft System Center
- Microsoft Application Virtualization (App-V)

Operating systems
- Windows® Server 2012 R2

Network protocol
- TCP/IP

HPE ServiceS
- HPE FlexFabric 5930 Switch Series, altijd met LifeTime
- HPE DL380 Gen9 met HPE 3Yr Foundation Care NBD Service
- HPE 3PAR StoreServ 8200 met HPE 3Y 4 hr 24x7 Proactive Care SVC

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