



Objective

Increase competitiveness by deploying a public IT cloud service platform

Approach

Researched the market for a partner who could provide high-level consulting and integration services combined with innovation and the necessary hardware

IT Matters

- Introduces centralized management and fast response services
- Delivers super-fast local broadband
- Provides customizable education, training and outsourcing services for tenants

Business Matters

- Reduces the park's energy consumption and costs by more than 20 percent
- Cuts tenant companies' IT system building costs by more than 30 percent
- Expands core competitiveness and makes Hangzhou a model for future Chinese smart parks

Hangzhou North Software Park launches competitive cloud platform

HPE Technology Services establishes Chinese smart park as a model for others



China has 300 national industrial parks and 1,000 provincial ones. To remain competitive, Hangzhou North Software Park decided to build a cloud-based smart service platform for its tenants. HPE Technology Services and HPE servers and storage ensured the success of this ambitious project.

Challenge

Need for transformation

China's 3.5 million square meter Hangzhou North Software Park opened in December 2008. There are more than 1,000 companies based at the park, engaged in many different fields, including software development, outsourcing, animation design and e-commerce.

With more than 300 national level industrial parks, competition is intense. It means parks need to innovate to remain competitive. After several years of development, Hangzhou North Software Park needed to move its focus away from property management and transform into a next generation service provider.

“Our public cloud service platform will significantly enhance Hangzhou North Software Park’s core competitiveness. It will help us to become a model for other Chinese smart parks, making us more attractive to investors and improving business expansion capabilities.”

— Zhou Guoru, Director of Administrative Committee, Hangzhou North Software Park

“China’s first generation of industrial parks were for landlords, the second generation were for those engaged in industry and the third are for shareholders,” says Fan Yongchen, secretary of the parks’ Administrative Committee. “Nowadays, if managers are still stuck in the mindset of being landlords, they’ll be unable to provide shareholder companies with better value-added services.”

Hangzhou North Software Park is mostly occupied by small and medium-sized companies, sensitive to high set-up costs and changes in operating costs. A survey of 300 tenants found more than 90 percent stated the construction of a smart park cloud service platform was a collective requirement. The management needed to provide tenants with highly flexible IT systems to increase the flexibility and integration of new applications. This platform would need to continuously improve the level of the park’s information systems, as well as those of the companies based there.

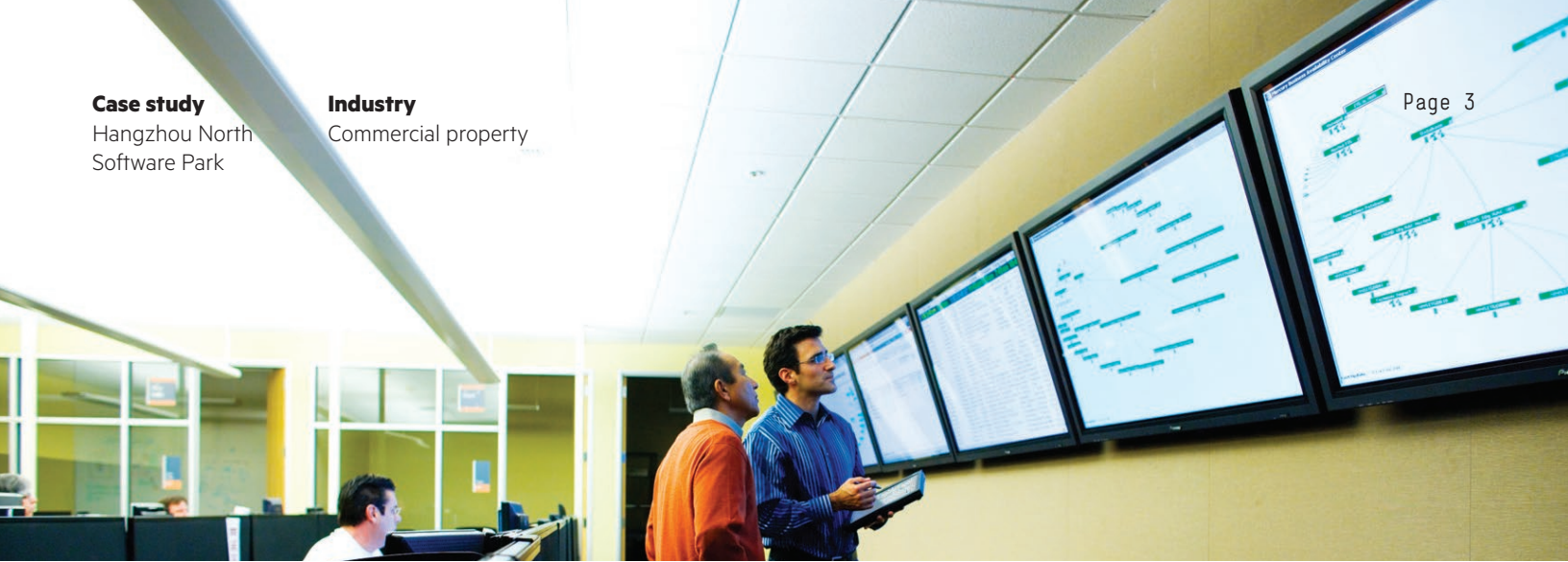
Solution

Cloud platform

To construct the smart park platform, Hangzhou North Software Park needed the help of a trusted advisor renowned for innovation and it chose Hewlett Packard Enterprise. HPE was able to demonstrate it could cover the entire lifecycle of the project from consulting and construction to later stage operation and maintenance. The park also liked the HPE focus on co-operation and its high level of integration services.

“Hangzhou North Software Park wanted to use IT innovation methods to provide differentiated services and this happens to coincide with HPE’s new IT philosophy,” says Zhang Xu, Consulting Services and Solutions general manager at the Technology Services Division of HPE, China.

An HPE Technology Services project team provided Hangzhou North Software Park with professional IT services based on its business needs, covering the entire lifecycle. The team planned, designed and deployed a public, cloud-based IT service platform, including a complete, integrated solution. It combines HPE software and hardware, including green data centers, HPE servers, storage, cloud services and mobile application systems. They also built an integrated smart park management system which enables companies based at the park to enjoy the most advanced, high quality cloud platform services.



HPE's first step was to build a secure cloud infrastructure. This included the HPE Matrix operating system, HPE BladeSystem servers and storage and VMware virtualization software. The cloud was built across different underlying platforms and an integrated application deployment system.

This was followed by conventional Software-as-a-Service (SaaS) applications, such as unified communications and collaborative office systems, call center applications, cloud hosting, cloud desktop applications, Exchange mail, a SharePoint Enterprise Portal and software development and customization. The provider's broadband was also integrated into the platform, becoming cloud broadband. This helped increase its stability, capacity and speed.

"We built the cloud platform as an open ecosystem structure," says Xu. "We hope that providing a one-stop solution will enable this public service platform to continuously develop and expand. It will be linked to the growth of the businesses and enhance the park's core competitiveness."

Benefit

Attractive to investors

The new platform has four core features: a cloud datacenter, a government-business cloud enterprise service platform, a smart park management information systems platform and an integrated display experience center. Combined, the park estimates these features will reduce the park's energy consumption and costs by more than 20 percent and tenants' IT system building costs by more than 30 percent.

Companies based at the park may not even need to purchase IT equipment such as computers or servers themselves. They can use services provided by the park to conduct their business, including cloud hosting, cloud desktops, enterprise portals and mail hosting. New tenants can just move in without the need for a large initial investment and then benefit from reduced IT management and maintenance costs. This means that they can focus more energy and financial resources on accelerating business innovation.

Case study

Hangzhou North
Software Park

Industry

Commercial property

Customer at a glance

Hardware

- HPE blade servers and storage

Software

- HPE Matrix operating system
- VMware

HPE services

- HPE Cloud Consulting Services

“The smart platform is one of the key factors driving the transformation of Hangzhou North Software Park into a third generation industrial park.”

— Fan Yongchen, secretary of the Administrative Committee, Hangzhou North Software Park

Through the construction of the smart park, enterprise business and the services provided by the park have been integrated, helping companies to be faster in launching new products and capturing market share. The plan is that their success will transform the park into a magnet, attracting more high-quality companies.

Tenant businesses are closer to the park's cloud than those from external providers, so they can enjoy an instant, personal service. Ye Yong, Deputy Director of the Administrative Committee at Hangzhou North Software Park sums it up in just one sentence: “The park's cloud is so fast, you're not even aware that it's there.”

Among a series of reliable cloud services, IT-as-a-Service (ITaaS) platform operators can offer education, training and outsourcing services via the cloud platform. Different companies such as legal advisors and marketing services can receive customized services. This platform could also become a means for small and medium enterprises to communicate with the government and to suggest new projects.

As the number of tenant companies increases, HPE will help launch more targeted new service features and completely integrate these with the park's development lifecycle.

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