

Ignitar

Objective

Create a private cloud platform in time to meet customer commitments, using a single vendor

Approach

Turned immediately to HPE and engaged with HPE Helion Professional Services to outline requirements and design solution

IT Matters

- Delivered an agile cloud infrastructure requiring very little IT management
- Reduced IT management complexity and simplified product roadmap through dealing with single vendor

Business Matters

- Created a scalable infrastructure capable of supporting business growth, avoiding a corresponding increase in internal resource
- Allowed the business to plan for overseas expansion, through removal of traditional IT delivery constraints

Ignitar builds platform for international growth through private cloud

HPE Helion delivers flexible cloud to drive new business with SME sector



Ignitar is an Irish cloud services provider. Wanting to create a wholly managed private cloud through a single, end-to-end supplier, it turned to HPE Helion. This private cloud is now home to 30 customers, with plans in place to double the size of the business and expand overseas.

Challenge

Create a private cloud to tight deadlines

Ignitar (previously called MyCloud) is an Irish cloud services provider, based in the suburbs of Dublin. The company is an offshoot of Gemini Technology, a traditional IT services provider founded in 2009 to capitalize on the shift towards cloud services, particularly among SMEs.

“We didn’t know the exact size of the opportunity,” says founder and CEO Jonathan Browne. “However if we took cloud adoption rates elsewhere in the world, it was clear there was an opportunity to provide enterprise level IT services at a cost that would be attractive to SME customers.”

“It is easy to see why cloud is one of the pillars of Hewlett Packard Enterprise. We’ve already seen the evolution of HPE Helion and how products have developed - we’re in discussion to take Gen9 blades, which should deliver a real benefit on data center floor space and energy costs, a big part of our future business model.”

— Jonathan Browne, founder and CEO, Ignitar

Browne immediately ruled out dabbling in white label clouds and attempting to cobble together a solution using multiple vendors. “It became clear very quickly that we needed a wholly owned, wholly managed solution from a single supplier,” he says. “At that stage we reached out to Hewlett Packard Enterprise and got the HPE pre-sales guys to start designing an end-to-end cloud offering.”

The need to devise a solution was brought into focus when Ignitar signed a series of new customers. “These had set go-live dates,” says Browne. “We needed to be up and running before then or there would be significant financial implications. It meant we needed this private cloud in production as soon as possible.”

Solution

A continuous, consultative approach

The HPE Helion Professional Services team had the cloud solution in place, tested and commercially stacked up in time for launch. “What we’ve built, and in the timelines we’ve built it in, is nothing short of a miracle,” says Browne. “It makes the best use of existing infrastructure.

“If we’d had to work with multiple vendors, all working to their own speed, we’d have never made it. HPE was the natural choice. There are no other providers capable of providing compute, storage and networking. Plus, for 20-plus years HPE has been my preferred supplier on workstations, storage and servers.”

The Ignitar private cloud is based on the HPE Helion CloudSystem, consisting of HPE 3PAR F400 Storage, HPE BladeSystem c7000 enclosures, HPE 5820 Networking Switches, and HPE ProLiant BL465 blade servers. Being co-located, there are two sets of all key pieces. From ordering the first hardware components, the private cloud was up and running, and hosting Ignitar customers within four weeks.

“Having the HPE pre-sales guys engage with us early made a huge difference,” says Browne. “They added value to the whole process in helping us understand not just the technology but the business model. This was not a case of ‘make the sale, move on’. It was a continuous consultative approach to make sure we got what we needed.”



Jonathan Browne, founder and CEO, Ignitar

This close working relationship during the design and implementation stage has created long-term bonds. “We’re a small team,” says Browne, “and we don’t profess to know everything. We now use the HPE experts as an extension of our team. The relationship is ongoing.”

Benefit

A flexible model, a compelling proposition

Within a year, Ignitar had 30 customers for its private cloud, all businesses with 20-200 users. Browne hopes to double this within the year and plans to expand into the UK market. Current customers include software developers, animation studios and financial services firms.

“We’re less concerned about industry verticals and more focused on application verticals,” says Browne. “If we can concentrate on helping our application partners improve their workflows and grow their business – and, to a certain extent, cloud removes international borders, then we should both benefit.

“The UK is an obvious growth opportunity, the market for cloud there is a little more mature, but through our application partners we’re looking at customers in Sweden and the Netherlands.”

He says this growth should be possible without adding to the Ignitar headcount. Ignitar has just 10 employees. “Cloud gives those economies of scale,” says Browne. “The infrastructure is centralized, which means we don’t have to deal with the traditional IT service problems of transport and logistics. As our customer count increases I don’t see the need for the team to increase to the same extent.”

This ability to cope with uncertainties is as much a benefit to Ignitar as it is to potential customers. “The Irish economy is in recovery stage,” says Browne, “there is growth, there is positivity, but there are also mergers and acquisitions. And that creates some uncertainty. Companies are reshaping and resizing during the recovery.”

Customer at a glance

HPE Helion Cloud solution

Private Cloud

Hardware

- HPE CloudSystem
- HPE ProLiant BL465 blade servers
- HPE BladeSystem c7000 enclosure
- HPE 3PAR F400 Storage
- HPE 5820 Switch Series

Software

- Microsoft® Hyper-V
- SAP

HPE services

- HPE Helion Professional Services

“If we’d had to work with multiple vendors, all working to their own speed, we’d have never made it. Hewlett Packard Enterprise was the natural choice. There are no other providers capable of providing compute, storage and networking.”

— Jonathan Browne, founder and CEO, Ignitar

“Businesses have money to invest, but they’re a lot more considered in the investments they make. It is far more difficult to anticipate where you’ll be in 18 months’ time. Having a flexible model is a compelling proposition.”

Having put together a cloud solution at short notice, Browne says he is confident HPE is in the best position to answer tomorrow’s cloud questions.

“It is easy to see why cloud is one of the Hewlett Packard Enterprise pillars. We’ve already seen the evolution of HPE Helion, of how products have developed – we’re in discussion to take Gen9 blades, which should deliver a real benefit on data center floor space and energy costs, a big part of future business model.

“HPE is heavily invested in the cloud, it’s a core piece of their business and, when they need to, they acquire well. There’s a good chance HPE will know what we need before we do.”

Learn more at
hpe.com/helion



Sign up for updates

★ Rate this document



© Copyright 2015-2016 Hewlett Packard Enterprise Development LP. The information contained herein is subject to change without notice. The only warranties for Hewlett Packard Enterprise products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. Hewlett Packard Enterprise shall not be liable for technical or editorial errors or omissions contained herein.

Microsoft is the U.S. registered trademark of the Microsoft group of companies.

4AA5-7066ENW, May 2016, Rev. 2