

Case study

iSource Soars Over Graphics Hurdles with HP Moonshot



Swiss cloud provider delivers no-compromise desktop performance on HP ConvergedSystem 100 for Hosted Desktops

Industry

Information technology

Objective

Support broader range of customer workloads with higher performance, improved scalability, and more competitive cost

Approach

As an HP Cloud Service Provider, iSource leveraged its relationship with HP to incorporate the HP ConvergedSystem 100 for Hosted Desktops into its iCloud offering based on HP Helion CloudSystem

IT matters

- Gained 100% linear scalability for graphics-intensive hosted desktop workloads
- Accelerated time to market with fast, easy deployment of new customer environments
- Reduced total cost of ownership by 30%

Business matters

- Opened additional market opportunities thanks to flexible architecture and range of workload-specific servers
- Strengthened competitive advantage by lowering price per user from 80 CHF to 50 CHF (US\$80.66 to US\$51.88) depending on number of User, the compared technology (RDSH, VDI) and licenses used.
- Provided an estimated two-year return on investment

“The CS100 has extended our capabilities to support nearly any workload customers want to run on our platform.”

– Herby Schenker, CTO, iSource AG

When Swiss IT outsourcer and cloud provider iSource AG hit a roadblock for supporting graphics-intensive workloads on its virtualized desktop-as-a-service platform, it deployed hosted desktops with dedicated compute resources on HP Moonshot. As a result, iSource can now handle nearly any workload with no-compromise performance and 100% linear scalability while reducing total cost of ownership (TCO) by 30%. This enabled the company to expand its service portfolio, gain flexibility to meet each customer’s individual workload requirements, and maintain highly competitive pricing.



iSource AG is a customer-centric IT outsourcing and cloud computing provider in Switzerland, offering a wide range of services including infrastructure-as-a-service (IaaS), platform-as-a-service (PaaS), and desktop-as-a-service (DaaS). The company has built its entire business around ensuring that every customer gets the exact solution they need. In many cases, this requires compute resources precisely tuned for the size and workload demands of individual companies.

Increasingly, iSource's DaaS customers were running resource-intensive multimedia applications and integrating a variety of end-user devices such as laptops, tablets, and smart phones. The company's standard approach using virtual desktop infrastructure (VDI) and shared compute resources could not scale performance sufficiently to meet the growing graphics processing demands. Due to the licensing models for much of the software iSource runs, the best option was to provide each customer with dedicated hardware. But traditional hardware infrastructure was not cost effective enough for iSource to make this move and still remain competitive.

As an HP Cloud Service Provider, iSource gained an early introduction to the HP Moonshot System and was immediately attracted to its high-density architecture and workload-specific server approach. HP Moonshot quickly proved to be the ideal solution for iSource's hosted desktop needs.

Herby Schenker, head of engineering and consulting at iSource, comments, "Moonshot's linear scalability and ability to economically provide dedicated hardware for every user was the key to meeting our customers' performance requirements and overcoming the software licensing challenge."

Powerful graphics processing with lower TCO

iSource deployed the HP ConvergedSystem 100 for Hosted Desktops (CS100) with 45 HP ProLiant m700 Servers fully populated in an HP Moonshot 1500 Chassis and running HDI Desktops. The solution currently supports 180 hosted desktops as part of iSource's iCloud DaaS offering, which is based on HP Helion CloudSystem.

"We build private or hybrid Cloud Services with HP CloudSystem. Each customer is separated from each other and runs its own Active Directory. Furthermore the customer can choose which Hypervisor Technology he likes to use or can mix them, if needed. The Cloud System handles the whole process from the on boarding until termination of services. HP Moonshot is not fully integrated in the CloudSystem right now, but we hope this will be possible in the future," Schenker explained.

The CS100 is a powerful solution to help enterprises succeed in the New Style of IT being defined by cloud, mobility, and big data. The CS100 enables iSource to provide dedicated compute resources for each user and enable customers to run the desktop applications of their choice without compromise—all at lower total cost. In fact, the company has been able to reduce its price per user from 80 CHF to 50 CHF (US\$80.66 to US\$51.88).

"Our total cost of ownership is about 30% lower with the CS100," reports Schenker. "That allows us to be much more competitive in our pricing while delivering a superior desktop experience for our customers. Before, we had to walk away from graphics-intensive applications. Now, the CS100 has extended our capabilities to support nearly any workload customers want to run on our platform."

Customer at a glance

HP Moonshot System

- HP ProLiant m700 Servers
- HP Moonshot 1500 Chassis

Software

- vWorkspace 8.5
- Microsoft® Windows 8.1

HP Services

- Moonshot Competence Center Grenoble
- HW Maintenance and Support

With the efficiency and cost effectiveness of HP Moonshot, iSource estimates a positive return on investment within approximately two years.

Linear scalability to satisfy more customers

With the CS100 and innovative Moonshot architecture, iSource can now provide hosted desktops for any size customer with confidence that the environment will scale cost-effectively and at full performance.

“We get 100% linear scalability with Moonshot,” notes Schenker. “It’s very easy to add servers and know the defined performance characteristics of each node will be maintained.”

Schenker also points out that HP Moonshot provides a high degree of flexibility to match exactly the right server with different types of workloads. This is essential for supporting the company’s customer-focused mission and enhances the range of offerings in iSource’s portfolio.

“We now have a more complete portfolio that allows us to get to market very quickly,” he says. “The time to deploy an operating system on the ProLiant m700 server is very fast and easy.”

In addition, administration of the HP Moonshot System is easier. Instead of involving a broad team of engineers from across IT to manage the infrastructure, Moonshot enabled iSource to reduce the number of administrators.

More flexibility creates more market opportunities

iSource also sees additional opportunities to further expand its portfolio with HP Moonshot in the near future. The company is evaluating the HP ProLiant m710 Server for new application delivery services, particularly in the growing mobile market.

“The ProLiant m710 will give our customers even greater graphics processing capabilities,” Schenker explains. “We are also targeting the ProLiant m710 for small customer environments that require only two or three virtual machines.”

He concludes, “HP Moonshot is the answer to many business challenges iSource has been facing. With Moonshot we can now offer our customers a complete service portfolio, which improves their satisfaction and helps us grow the business. Most important, we can scale very economically to keep our pricing competitive and our bottom line healthy.”

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