

Hewlett Packard Enterprise



Objective

Develop new service to provide cloud-based remote desktops for business users across Japan and East Asia

Approach

Implement HPE Moonshot System with HPE ProLiant m700 Servers and Splashtop desktop software, file sharing, and data backup services

IT Matters

- Offered superior remote desktop performance compared to virtual desktop infrastructures
- Reduced data center footprint and lowered energy consumption
- Ensured fast, predictable user experience at all times of the day

Business Matters

- Opened large market for cloud services across Japan and Asia
- Provided customers with immediate access to cloud services with no hardware investment
- Supported enhanced productivity and collaboration with integrated screen sharing

Okinawa Cross Head takes office workspaces to the cloud with HPE Moonshot

HPE hosted desktop infrastructure delivers performance and value for remote desktops



Networked service provider

Okinawa Cross Head built a new workspace-as-a-service offering on HPE Moonshot System, providing business users across the Okinawa prefecture with high-performance remote desktop services for greater mobility, productivity, and collaboration.

Okinawa Cross Head was founded in 2006 to expand advanced business services throughout the Okinawa prefecture, an area comprising 150 islands in the East China Sea between Taiwan and Japan's mainland. The company is focused on leveraging network technology with uniquely bundled cloud services, tailored to meet individual customer requirements and backed by 24/7/365 support.

Mr. Ryo Imai, Okinawa Cross Head's technology department manager, comments, "The speed at which we are growing is exponential. If you draw a circle around Okinawa prefecture, you will realize that the main island of Japan and most of Asia fit within that circle. By establishing IT infrastructure in Okinawa and taking advantage of our strong network technology, we can provide a variety of services to Japan and Asia."

“HPE Moonshot System was the ideal platform for Reemo because it doesn’t have a virtualization layer and assigns physical servers for each user.”

– Mr. Ryo Imai, Technology Department Manager, Okinawa Cross Head

Okinawa prefecture has attracted a number of IT-related industries by offering preferential tax treatment and a human resource development system. Today, 346 IT companies are now located within the prefecture, employing about 26,000 people. This has created a sizable market for cloud services.

“We are also responsible for managing the ‘Okinawa cloud network’ that was established by the prefecture,” notes Mr. Imai. “This is a fast and highly reliable optical fiber network connecting major organizations such as data centers, universities in the prefecture, and IT Shinryo Park. Okinawa is positioned as one of the major strategic areas for business development due to its mature infrastructure.”

Recognizing a strong demand for mobility among business users in large and small companies alike, Okinawa Cross Head launched a major project to create a “workspace-as-a-service” offering called Reemo. This new service provides small and medium businesses with an affordable way to adopt remote desktop capabilities without a large capital investment. And it offers larger enterprises a high-quality alternative to traditional remote desktop services built on virtual desktop infrastructure (VDI).

Tomomi Sawahata, leader of Okinawa Cross Head’s business planning office, remarks, “With Reemo, we offer a true alternative to the traditional work environment. People can now access their workspace from anywhere, any time, and on any device.”

HPE Moonshot makes the difference

Reemo is delivered via a hosted desktop infrastructure (HDI) built on HPE Moonshot System comprised of HPE ProLiant m700 Servers running Splashtop desktop software in an HPE Moonshot 1500 Chassis. What distinguishes Okinawa Cross Head’s solution from other companies offering desktop-as-a-service?

Mr. Imai explains, “We thoroughly examined infrastructure technologies to ensure we offered a user-friendly service for our customers. For example, it is clear that many virtualized remote desktops get congested at the start of the business day. VDI environments have difficulty maintaining stability during times of high use because users compete to gain system resources.”

By choosing a hosted desktop infrastructure based on HPE Moonshot, Okinawa Cross Head eliminated the congestion problems of traditional VDI. HPE Moonshot provides each remote desktop user with dedicated physical resources, which ensures a fast, predictable user experience at all times of the day. In just one 4.3U HP Moonshot 1500 Chassis, Okinawa Cross Head can support 180 remote desktop users, combining high performance with space efficiency and low power consumption.

"HPE Moonshot System was the ideal platform for Reemo because it doesn't have a virtualization layer and assigns physical servers for each user," Mr. Imai says.

There is another technology that further differentiates Reemo from other solutions on the market: Splashtop software. Splashtop enables screen sharing across smart phones, tablets, PCs, and TVs for enhanced productivity and collaboration.

Mr. Imai recalls his experience with Splashtop: "While at work, I watched a video playing on a tablet through a PC using screen transfer. I was impressed by the overwhelming speed. I considered how great it would be to apply this same high-speed capability to remote desktops. However, running Splashtop in a VDI environment did not meet our performance expectations. This was due to the CPU's resources being consumed by image encoding."

The HPE Moonshot solution overcame this problem thanks to ProLiant m700 servers powered by AMD Opteron X2150 APU with GPU acceleration.

Yoshiaki Mizuno, representative director of Splashtop Japan, observes, "Running on HPE Moonshot, Okinawa Cross Head could realize the full potential of Splashtop Business software."

Mr. Imai adds, "By combining the HPE Moonshot System with Splashtop Business software we were able to accelerate our

workspace-as-a-service project and ensure a user-friendly Reemo service for our customers. Given the outcome so far, we are confident in achieving our goal of 'differentiation by service infrastructure'."

Unmatched quality and value

In parallel with development of the Reemo infrastructure, Okinawa Cross Head also developed its own file sharing and data backup service.

Ms. Sawahata explains, "At our customers' offices there are PCs, networks and file servers that work in tandem while sharing files. Our goal with the Reemo concept was not just providing remote desktop services, but rather putting an entire office environment in the cloud and delivering it as 'Workspace-as-a-Service'."

Okinawa Cross Head is targeting small and medium size businesses (SMB), as well as enterprises already using VDI. With an easy-to-access cloud solution using Okinawa prefecture's powerful IT infrastructure, Okinawa Cross Head expects to attract a wide range of customers primarily in the Tokyo metropolitan area, Kansai, and Kyushu.

"Customers can acquire the Reemo service with file sharing immediately," says Mr. Imai. "There is no need for special hardware. Users only need a standard PC or tablet with Internet access to comfortably conduct business in the cloud using any variety of client devices. And they will instantly see the difference that Reemo offers compared to other remote desktop solutions, namely quality and value."

Ms. Sawahata recounts the customer reaction: "There are many unsatisfied users in companies with VDI environments because of slow response times. We had our outside customers try a Reemo demonstration and they were surprised at how fast their office operations ran in our cloud compared to their current solution."

Customer at a glance

Application

Workspace-as-a-service, providing remote desktop and file sharing in the cloud to enable business productivity anywhere, any time, on any device

Hardware

- HPE Moonshot System
- HPE ProLiant m700 Servers
- HPE Moonshot 1500 Chassis

Software

- Splashtop Business

Customer data is also well protected as the file server is fully backed up to the cloud.

Sunny future for cloud services across Japan and Asia

As the Reemo service rolls out across the Okinawa prefecture, customer response has been very positive.

Ms. Sawahata notes, "The general feedback from customers using Reemo is good, while others are still in the verification process. Our partners who have OA system sales and network services consider Reemo an easily sell-able solution. We would like to continue to improve Reemo with feedback from the challenges and points of view of our customers."

Mr. Imai adds, "We would like to have more customers experience Reemo, and we believe using the premise of HDI based on HPE Moonshot System, we can attract more business to cloud services in the future."

Currently, Okinawa Prefecture is promoting 'A hub of Asia information and communications formation project'. In this project, the communication line connecting the Tokyo metropolitan area from Singapore via Hong Kong will be extended to Okinawa prefecture. This will open tremendous opportunities for Okinawa Cross Head to expand the reach of Reemo services.

Mr. Imai concludes, "The benefits of Okinawa's geographical location will increase significantly when the network connection is made that will link the major data centers in Okinawa to Japan and the rest of Asia. Our strategy is to provide various services to Japan and Asia from Okinawa, advancing it to a new level. We would like to keep our mind open to aggressively pursuing innovative technologies such as HPE Moonshot System and continue to deliver user-friendly, high-quality services to our customers."

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