Hewlett Packard Enterprise

peering ONE

HPE DELIVERS PAY-AS-YOU-GO MICROSOFT AZURE STACK HUB FOR PEERING ONE

Solution opens new markets for service provider with minimal investment risk

Industry
Service provider

Objective
Reach new markets with a hybrid cloud solution to run Microsoft Azure-consistent workloads hosted in local data centers

Approach
Deploy HPE ProLiant for Microsoft Azure Stack Hub via HPE GreenLake to rapidly onboard hybrid cloud customers with minimal financial risk

IT matters
• Provides consistency and control for running Azure workloads locally

• Reduces latency by 50% by providing local access to high-bandwidth apps

• Scales on demand to accommodate unpredictable business growth

Business matters
• Helps ensure data sovereignty and compliance for hybrid cloud customers

• Provides strategic advantage for pursuing new market opportunities

• Enables rapid customer onboarding with minimal financial risk

A leading provider of cloud and data center services in the Asia-Pacific region, Peering One was looking for a Microsoft Azure hybrid cloud solution to reach new markets while minimizing its investment risk. HPE ProLiant for Microsoft Azure Stack Hub, delivered via HPE GreenLake, proved the ideal solution.

Cloud service provider Peering One's customers are increasingly looking to optimize their operations by leveraging a hybrid of traditional and cloud infrastructures. Kar Wai Chin, chief operating officer for Peering One, says his company is ready to deliver. "Hybrid IT is here now, and strategically, our business is positioned to offer hybrid solutions that meet our customers' needs for performance, agility, and security at an affordable price point."

While offering a wide range of hosted solutions, Peering One also saw many of its customers turning to mass-market public cloud services like Microsoft Azure to augment their traditional infrastructure. However, this introduced potential risks for certain customers with privacy, data sovereignty, and compliance requirements. In response, Chin and his team evaluated Azure hybrid cloud solutions from a number of vendors, including Dell and HPE, ultimately choosing the HPE ProLiant for Microsoft Azure Stack Hub to run a range of customer applications that required an on-premises environment.

"With HPE ProLiant for Microsoft Azure Stack Hub, we now have a solution for customers to run their Azure workloads in our local data centers with consistency and control. The HPE solution is flexible, which is important to us as a service provider serving customers with diverse needs."

– Kar Wai Chin, Chief Operating Officer, Peering One

Customer at a glance

Solution
Hybrid cloud for running Microsoft Azure-consistent workloads hosted in local data centers

Hardware
• HPE ProLiant for Microsoft Azure Stack Hub

HPE Pointnext Services
• HPE Installation and Startup Services
• HPE GreenLake
• HPE Datacenter Care

Software
• Microsoft Windows
• Microsoft Azure Stack Hub

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"With HPE ProLiant for Microsoft Azure Stack Hub, we now have a solution for customers to run their Azure workloads in our local data centers with consistency and control," Chin points out. "The HPE solution is flexible, which is important to us as a service provider serving customers with diverse needs."

A key factor in choosing HPE ProLiant for Microsoft Azure Stack Hub was the option of HPE GreenLake, a scalable, on-demand, consumption-based delivery model. "HPE GreenLake goes beyond just a financial model," Chin remarks. "We see a sense of teamwork and commitment that goes beyond our expectations in helping us adopt technology like Azure Stack Hub in a very economical and flexible way."

HELPS ENSURE DATA SOVEREIGNTY AND HIGH PERFORMANCE

By offering services on HPE ProLiant for Microsoft Azure Stack Hub, Peering One enables customers to meet data sovereignty and compliance requirements with all the advantages of the Azure cloud. Peering One also enables these customers to improve application performance by reducing latency approximately 50% with a solution deployed at one of Peering One's regional data centers rather than connecting to the nearest Microsoft Azure data center, which could be much farther away.

HPE ProLiant for Microsoft Azure Stack Hub, in combination with HPE GreenLake, allows Peering One to onboard customers quickly and economically, a distinct business advantage when pursuing new markets.

"Many Azure customers have to worry about compliance for payment systems and other data-sensitive transactions," Chin points out. "We see lots of market potential for serving this unique need with HPE ProLiant for Microsoft Azure Stack Hub."

Chin adds that HPE GreenLake provides him confidence in Peering One's ability to onboard new customers and scale capacity as the business grows. "With GreenLake it is no longer a challenge to grow. We can scale as customers come onboard without worrying about a big financial outlay. We can just focus on our business and attracting new customers. Strategically, this is very important for our company."

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