Enhancing cloud business opportunities
Maximizing service provider revenue, profitability, and competitiveness
Table of contents

3  Service provider opportunities beyond traditional hosting
4  Aligning services to meet customer demands
4  Solutions for a New Style of Business
5  What “Service Provider Ready” means for your business
6  Helping providers offer differentiated, innovative solutions
7  Survive and thrive with an end-to-end solution partner
Service provider opportunities beyond traditional hosting

As cloud computing is now regarded as mainstream technology, cloud service providers have new opportunities that move beyond their traditional hosting infrastructure business. More and more, as customers increasingly leverage a hybrid model, these opportunities are likely to come from three non-core areas: application hosting (primarily email and business applications), managed services such as backup and disaster recovery, and data security services. This presents a huge opportunity for providers to offer new or expanded value-added services.

Despite this tremendous opportunity, the service provider marketplace remains highly competitive due to factors such as market consolidation, customer dynamics, and a relentless march toward Infrastructure-as-a-Service (IaaS) commoditization. To succeed and differentiate themselves, service providers must respond quickly and support their customers’ ever increasing and complex demands. Astute service providers recognize the importance of connecting the consumer and enterprise experience with a focus to improve the entire end-to-end customer experience.

Finding the right solutions and the right partners are moving up on the CIO’s agenda. In a survey of CIOs, Gartner found that “46 percent of CIOs say they need to work with new categories of partners to achieve strategies for cloud, digital business, social, mobile, analytics, and Big Data. This could be bad news for some service providers, especially if they are incumbents delivering traditional IT services. It is good news for cloud service providers that can market aggressively with the right cloud solutions.”

To help customers achieve their business goals in a nimble, responsive and flexible approach, many providers find themselves seeking a partner that has the solutions plus business and technical resources to tap into new channel ecosystems and customer bases. As Matt Lovell, chief technology officer of UK-based service provider Pulsant Limited, observed, “When experiencing aggressive growth, it’s important to identify a partner who can quickly understand your needs and work closely with you while you’re constantly scaling up a cloud platform.”

---

1 Gartner, Inc. “Cloud Service Providers Must Understand Deployment, Adoption, and Buyer Complexity to Leverage Cloud Revenue Opportunities,” Fred Ng, Ed Anderson, Dane S. Anderson, January 13, 2015.
For a service provider, these unique requirements include:

- **Availability, security, and disaster recovery**, utilizing automation so that services can sustain or recover from a failure and ensure appropriate security through isolation

- **Scalability and multi-tenancy**, including end-customer data isolation and the ability to rapidly scale to support multiple end customers

- **Monitoring and management**, such as multiple interfaces for identity and access management, the ability to link into a cloud service aggregation portal or platform, automation and orchestration for provisioning and monitoring, and end-to-end service lifecycle management

- **Billing integration interface and automation**, including supporting interfaces to billing engines, fault and performance management, business reporting, and charging events

### Aligning services to meet customer demands

Hewlett Packard Enterprise understands service providers’ goal to align services to subscribers’ objectives and needs. The HPE Service Provider Ready solution suite was designed with customers’ asks in mind but specifically to help service providers build a stronger business. According to Hugo van Diepen, cofounder of Netherlands-based service provider Uniserver, “The HPE name carries a lot of weight with our customers. HPE also provides substantial pre-sales, sales, and marketing support for us. As a trusted partner, HPE extends our ability to provide world-class cloud solutions.”

In addition, Ron Hovsepian, Chief Executive Officer, Intralinks, adds, “The industries we serve—including financial services, life sciences, technology, and manufacturing—require secure data sharing and transactions. Hewlett Packard Enterprises’ leadership in cloud with HPE Helion and Service Provider Ready solutions gives us yet another strategic advantage in delivering world-class, secure content collaboration solutions to enterprises worldwide.”

### Solutions for a New Style of Business

Although HPE solutions go far beyond cloud services, cloud is a key strategy in enabling a New Style of Business that bridges the consumer and enterprise experience. HPE helps providers leverage new technologies and existing IT infrastructure to empower their customers in the following four key areas:

- **Transforming to a hybrid infrastructure** for greater flexibility and agility, while ensuring that there is no disruption to the legacy systems running the business

- **Empowering organizations with data** to give them the business insights they need to anticipate risk and opportunity in their markets

- **Enabling workforce productivity** by delivering the right tools, at the right economics, optimized for business-critical tasks

- **Protecting infrastructure and customer data** to stay ahead of external risk
What “Service Provider Ready” means for your business

HPE Service Provider Ready solutions are designed for service providers’ unique “as-a-Service” business models with reference architectures, installation, and deployment services. The industry-leading Service Provider Ready hardware and software solutions are purpose-built for providers. They are pre-tested and ready to run, helping speed development of service providers’ services while enabling them to meet their customers’ service-level agreements and security requirements.

HPE Service Provider Ready solutions empower providers to drive growth through agility, innovation, and execution. Specifically, HPE Service Provider Ready solutions deliver value in the following key areas:

• **Workload-optimized portfolio**: Service Provider Ready solutions can help providers reduce costs and launch new services faster with scalable, efficient workload-optimized infrastructures. Simplified deployment and automation solutions accelerate provisioning of advanced infrastructure environments with significant reduction of the launch time for application services.

• **Flexible business models**: HPE offers CAPEX and/or OPEX financial options to improve cash flow. For example, HPE Flexible Capacity is a pay-as-you-grow business model that reduces upfront cash requirements and aligns expenses to revenue. This is an effective way to get to market quickly and an ideal solution for service providers with big plans and limited budgets.

• **Winning partnership**: HPE helps service providers extend their reach through a comprehensive program that includes joint go-to-market strategic efforts and access to a proven ecosystem of sales teams and more than 100,000 channel partners.

Create differentiated services

**Workload-optimized portfolio**
- Innovative and efficient Service Provider Ready solutions

Increase speed and agility

**Flexible business models**
- Pay-as-you-grow financing
- Tailored support and services

Extend your reach

**Winning partnership**
- Deep technical expertise
- Joint go-to-market

**Figure 1**: Hewlett Packard Enterprise empowers service providers to build a stronger business
Helping providers offer differentiated, innovative solutions

HPE offers service providers a wide range of innovative and unique cloud-ready solutions, services, and professional support. According to Guido Wouters, chief operating officer of Eshgro, another Netherlands-based service provider, “HPE offers solutions that aren’t available anywhere else. The secure HPE cloud infrastructure assures us of a regular technology refresh, making it easy for us to innovate without having to commit major investments in advance.”

Secure, scalable, integrated, and highly available, Service Provider Ready technology solutions include:

- **HPE Web and Hosting Service Ready**: Scale Web infrastructure within existing space and power constraints, while still delivering optimal performance. Built on HPE solutions such as HPE Moonshot System, the world’s first software-defined web server, to provide breakthrough efficiency, performance, and scalability.²

- **HPE Helion OpenStack® Quickstart**: Solutions such as HPE Helion OpenStack Quickstart can help service providers create a fully functioning cloud platform with their choice of hypervisor for full flexibility to deliver workloads with the most efficient cost structure. Optional services include storage, backup, recovery, and migration.

- **HPE Cloud Backup Service Ready**: This HPE solution allows providers to deliver a reliable, secure, and affordable backup service built on HPE Converged Backup, while increasing profitability and reducing infrastructure and management costs. Specific services can include customer-managed backup IaaS or service provider-managed Backup-as-a-Service, hosted backup services, or remote backup services.

- **Software Defined Object Storage**: Service providers can deploy an object storage approach to support multiple services including content repositories, archive, cloud storage, backup and sharing/collaboration, and content distribution. With proven storage software and HPE’s purpose-built, cost effective infrastructure, customers benefit from an object storage solution that scales linearly as a single distributed protected system across multiple active sites, thousands of servers, sizing beyond petabytes, and unlimited objects.

- **Distributed Cloud Networking (DCN)**: Through software-defined networking (SDN) and network virtualization, service providers can leverage DCN solutions to automatically launch cloud networks across a distributed infrastructure, helping businesses save time and money by removing the need for manual network programming.

² Internal study. Press Kit: April 2013
Ajubeo: a service provider success story

Ajubeo, an HPE partner based in Colorado, was interested in the Service Provider Ready solution concept to get to market quickly with a more cost-effective offering. Ajubeo worked closely with HPE to develop a secure Backup and Recovery-as-a-Service solution utilizing the HPE Cloud Backup Service Ready solution and HPE Flexible Capacity. This solution has been highly successful in helping the company’s customers transition to an OPEX cost model, streamline, and reduce the cost and complexity of data protection and the burden on IT staff. This has helped enable Ajubeo’s customers to focus on their businesses without worrying about data protection and recovery.

Survive and thrive with an end-to-end solution partner

Service providers experience a wide range of benefits from having an end-to-end solution partner. These benefits include robust solutions, proven innovation, and a wide portfolio. In addition, HPE provides seamless marketing, sales and technical support through our partner programs along with market-leading education services. If a problem occurs, a solution is frequently only a single phone call away.

Learn more at hpe.com/info/sp

---

1. IDC MarketScape: U.S. Cloud Training Ecosystem 2014 Vendor Assessment #250180, August 2014
Work smarter.

At Insight, we’ll help you solve challenges and improve performance with Intelligent Technology Solutions™.

Learn more