



Hostworks enables Australia's largest ticketing and video service

HPE Server Automation and Operations
Orchestration ensure data centres run smoothly

Objective

Automate Hostworks Flex high-availability, agile hosting platform in order to free up resources and focus on proactive customer support

Approach

Evaluated software solutions for agility, scalability, flexibility and automation in alignment with business direction

IT Matters

- Automates server maintenance, testing, patching and quality assurance
- Frees up staff to focus on high-level tasks and proactive customer support
- Improves response times when deploying new services and responding to customer requests
- Reduces human error

Business Matters

- Improves customer service by reducing maintenance workload on support staff
- Increases revenue through speedier delivery of new services
- Reduces operational costs through less downtime and human error



Digital solutions provider Hostworks automated its Flex enterprise-grade hosting platform with HPE Server Automation and HPE Operations Orchestration tools, building a high-availability, agile hosting platform to support high volume services such as ticketing and video streaming. The move automated maintenance tasks, freeing up internal resources and improved customer support.

Challenge

Downtime is unacceptable

From streaming live sport into Australia's lounge rooms to selling tickets for the country's largest rock concerts, Hostworks supports many of Australia's biggest websites in their time of need. Behind the scenes, Hostworks Flex, the company's hosting and digital solutions platform, relies on HPE hardware and server management tools to ensure everything runs smoothly when the going gets tough.

Sydney-based Hostworks is a provider of digital media solutions. The organisation specialises in supporting high-traffic websites, predominantly in the media sector. However as digital permeates all aspects of business these days, Hostworks services a range of industries that share a common challenge - high volumes and significant spikes in online traffic. It's an environment where even minutes of downtime are unacceptable, says Paul Griffiths, Hostworks' general manager of Operations and Technology.

“HPE server and operations tools help us eliminate the need for our staff to be clicking through builds or performing general maintenance – it allows them to stay focused on design and architecture principles whilst engaging with our customers in a proactive manner.”

– Paul Griffiths, general manager of Operations and Technology, Hostworks

“Our mantra is around ensuring our customers’ availability, ensuring their infrastructure is performing at its best in order to support their online presence and offering their users a great experience,” Griffiths says. “Our focus as a business is around agile, high-quality digital service offerings. Of course as a managed services provider supporting mission-critical services, it’s critical that we manage our own services effectively.”

Solution

HPE servers underpin Managed Service platform

Hostworks relies on both HPE hardware and software to drive Flex which operates out of multiple data centres within Australia. As a highly flexible and scalable hosting solution, Flex lets Hostworks meet the demands of customers who require high availability along with rapid scaling.

Hostworks Flex is built on HPE ProLiant DL380 Gen8 rack-mounted servers, sporting Intel® Xeon® multi-core processors to offer the performance and energy efficiency demanded by modern hosting environments. The Flex platform operates across multiple data centres, with two core facilities housed in New South Wales and South Australia.

Flex boasts core 10 Gigabit networking and is backed by high-capacity, redundant internet feeds from multiple Tier 1 carriers. Providing both virtual and physical server management, Flex offers 24x7 infrastructure and application management along with load-balancing, caching, backup, recovery and event management services for coping with critical peak demand.

“Hewlett Packard Enterprise has been a trusted partner to Hostworks since 2009,” Griffiths says. “Its hardware and software underpin Hostworks Flex, which in turn underpins some of the most recognisable online sites in Australia. With HPE as the cornerstone of our platform, we feel well-placed to meet the most challenging and demanding digital requirements.”



Benefit

HP E management tools free up internal resources

Hostworks relies on HPE Server Automation and HPE Operations Orchestration tools to manage the Flex platform and deliver the high availability that its customers demand. Effective automation tools allow Hostworks to focus less of its efforts on maintenance tasks and dedicate more resources to offering personalised support and customer service.

“With HPE Server Automation and Operations Orchestration tools we can automate patching, testing and quality assurance to ensure that the data centre runs smoothly,” Griffiths says. “We look to automate wherever we can and it helps us efficiently and effectively manage our customer environments.

“The number of resources tied up performing routine maintenance activities has reduced over time and certainly enabled us to make investments in other areas of the business. The more we can automate the routine activities, the more we can free up our highly skilled resources to focus on more value-added services for our customers.”

While effective automation is important, Hostworks is not trying to remove the human element from its customer service and support or to over-emphasise self-service options.

“We’re trying to ensure the human element remains in our relationships with customers and how they engage with us,” Griffiths says. “HPE server and operations tools help us eliminate the need for our staff to be clicking through builds or performing general maintenance. It allows them to stay focused on design and architecture principles whilst engaging with our customers in a proactive manner.

“When dealing with our customers we always want a person involved in the process, because we feel that our guidance and our expertise is valuable when customers are requesting changes to their hosted environment.”

Customer at a glance

Hardware

- HPE ProLiant DL380 Gen8 rack-mounted servers

Software

- HPE Server Automation
- HPE Operations Orchestration

“Our turnaround time for building customer environments and servers has certainly improved thanks to HPE tools. They help Hostworks stand out from the crowd of commodity low-touch, self-service providers which might let customers spin up servers quickly but can’t match our level of specialised personalised service.”

– Paul Griffiths, general manager of Operations and Technology, Hostworks

Improved response times

The ability to respond quickly to customer requests is another key benefit Hostworks enjoys thanks to the HPE solutions backing Flex.

HPE Server Automation and HPE Operations Orchestration tools let Hostworks meet or even exceed customers’ expectations in terms of turnaround times on changes to their hosted environment, while reducing human error.

“Considering the nature of our customers and the sectors they work in, they have high demands not only in terms of reliability but also in terms of response times when scaling up or deploying new services,” Griffiths says. “They need a dynamic environment which can provision resources quickly to meet their needs.”

“Our turnaround time for building customer environments and servers has certainly improved thanks to HPE tools. They help Hostworks stand out from the crowd of commodity low-touch, self-service providers which might let customers spin up servers quickly but can’t match our level of specialised personalised service. Thanks to Hewlett Packard Enterprise, we can stay flexible and responsive while maintaining the scale and reliability needed to back some of the country’s most demanding websites.”

Learn more at
hpe.com/software



Sign up for updates

★ Rate this document