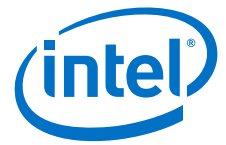


Case study

Cerise Group drives business expansion with HP Moonshot



Digital media leader spurs innovation while optimizing performance and cost with a web infrastructure in a box

Industry

Digital media

Objective

Support rapid business growth on a limited budget without compromising performance or availability

Approach

Run core business applications on the HP Moonshot System with HP ProLiant m300 Servers

IT matters

- Realized a sixfold reduction in data center space
- Enabled linear performance scalability to handle tens of millions of monthly site visits and video views
- Simplified administration with integrated architecture along with tools to monitor system health and performance

Business matters

- Strengthened competitive advantage by enabling innovation across application development, content creation, and media distribution
- Supported business expansion into new markets in Europe and South America
- Provided optimal cost/performance ratio to deliver high service quality while maximizing profitability

“The HP Moonshot System with HP ProLiant m300 Servers provides us with a ‘web in a box’ to quickly and cost-effectively serve up content, enabling us to easily handle 30 million monthly visits to our online media in France, and supporting expansion into global markets.”

– Benjamin Tolman, CEO, Cerise Group

One of the top digital media innovators in France, Cerise Group needed to scale its IT infrastructure faster and more economically while delivering optimal service quality to its online audience of more than 30 million monthly visitors. By replacing Dell servers with the HP Moonshot System configured with HP ProLiant m300 Servers, Cerise gained a web infrastructure in a box that delivers linear performance scalability with a sixfold reduction in data center footprint. This has enabled Cerise to expand into new markets in Spain, Germany, and South America.



Groupe Cerise

Cerise Group develops advanced, proprietary technologies to produce and distribute content, enabling brands to reach broad audiences. The company creates highly targeted content available to consumers free of charge through its dynamic media websites. Through engaging articles, images, and videos spanning lifestyle, culture, fashion, technology and more, Cerise attracts huge audiences and commands top advertising dollars.

The company's success is also one of its challenges. In one year, Cerise doubled the number of employees and built a monthly audience of more than 30 million site visits and 50 million video views. Its software technology is designed to scale massively, but the Dell servers on which it previously ran were becoming too costly to keep up with such growth. What's more, viral marketing was generating very unpredictable workloads and Cerise could not risk any negative impact on service quality.

After exploring alternative blade and microserver options from Dell, Cerise Group decided the HP Moonshot System offered the best balance of performance, efficiency, and cost to match its projected workload requirements.

Benjamin Tolman, Cerise's chief executive officer, explains, "HP Moonshot brings exactly the right compute and memory required to scale and to optimize the cost/performance ratio. Density, energy efficiency, and software-defined capabilities made Moonshot the right decision for Cerise. Plus, HP's strategy and roadmap are aligned with our company's ambitious growth plans."

Linear performance scalability

Cerise deployed 45 HP ProLiant m300 Servers in the HP Moonshot 1500 Chassis, running the Debian Linux operating environment. This unique solution provides a complete, multi-tier web infrastructure in a box that enables Cerise to run its web servers, applications, databases, video transcoding software, and memcached system all within a single chassis. With HP Moonshot, Cerise has eliminated the complex management overhead, power demands, and space constraints of traditional rack-mount infrastructure and gained instead an ultra-dense form factor designed for cost-effective, massive scalability.

The ProLiant m300 was particularly well suited for Cerise because the company's core application is designed to scale out. This provides linear performance scalability, so as workloads intensify Cerise can simply add more ProLiant m300 servers or additional chassis to boost performance and capacity. This is key to enabling Cerise to expand into new markets in Spain, Germany, and South America.

"The HP Moonshot System with HP ProLiant m300 Servers provides us with a 'web in a box' to quickly and cost-effectively serve up content, enabling us to easily handle 30 million monthly visits to our online media in France, and supporting expansion into global markets," notes Benjamin Tolman.

Customer at a glance

Applications

- Cerise proprietary digital media applications

HP Moonshot System

- HP ProLiant m300 Servers
- HP Moonshot 1500 Chassis

Software

- HP Insight Cluster Management Utility
- Debian Linux 7.7 amd64

Enables innovation everywhere

HP Moonshot also enabled Cerise to shrink its data center footprint dramatically, saving valuable floor space and the associated costs. In fact, the company reduced its media infrastructure from three full racks of traditional servers to a half-rack with HP Moonshot.

“The density of Moonshot is amazing,” Benjamin Tolman remarks. “It’s allowing us to optimize the value of our limited data center space.”

In addition, with its integrated, standardized architecture HP Moonshot has helped simplify system administration compared to Cerise’s previous experience with monolithic

platforms. Plus, tools such as HP Insight Cluster Management Utility (CMU) enable frictionless management and cloning, with zoom-out displays of system health and performance metrics. This makes it faster and easier for the company to scale while keeping an eye on vital statistics to ensure continually high service quality.

Perhaps most important, HP Moonshot provides Cerise Group with an agile platform that enables the company to continually innovate and advance its growth strategy.

Benjamin Tolman concludes, “Information technology is a key success factor for Cerise Group. Moonshot helps us drive innovation everywhere, from application development to content creation to media distribution. This is critical to strengthening our competitive advantage and extending our audience reach.”

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