



Service provider gains flexibility in the cloud

PCP Partner eliminates capacity challenges as it looks to expand its offering

“For us, the Flexible Capacity model is the driver for the cloud. That’s where HPE nailed it.”

– Ville Laiho, CTO, PCP Partner Oy



Objective

A cloud business model to remedy capacity challenges.

Approach

Build a private cloud using the Hewlett Packard Enterprise Flexible Capacity model to focus on opportunities instead of capacity shortfalls.

IT Matters

- Gained speed and ease via HPE Operations Orchestration
- Eliminated capacity shortfalls with guaranteed capacity from HPE

Business Matters

- Shifted CAPEX to OPEX, including licensing fees
- Delivered solutions in 5 minutes instead of 2–3 weeks
- Developed plans to expand its service offering for ISVs

Like many IT service providers, the Finland-based [PCP Partner Oy](#) has seen its business evolve. After starting out as a traditional reseller, the company has gradually moved from hardware and consulting sales to service-led solutions. The cloud was its obvious next step. And with only four or five other Finnish service providers offering true cloud solutions, the company saw a real advantage. In its quest to find the right cloud solution, however, PCP Partner first had to find a business model that would sustain its cloud journey.

Capacity shortfalls delay services

Many of PCP Partner's existing customers are ISVs that rely on the company for infrastructure resources to power their own projects. Ville Laiho, PCP Partner's Chief Technology Officer, describes the challenges he previously faced in providing those resources: "Our main headache was that we were lacking capacity all the time." It's a familiar story for many IT service providers who struggle with fluctuating capacity. Purchasing additional capacity ahead of sales is risky and prohibitive because of the large capital outlay. Companies don't want to spend a lot of money only to have capacity wasted.

In this scenario, PCP Partner would typically wait until a customer requested capacity. But procuring it could sometimes take weeks, and its customers would have to put their projects on hold. "It was a vicious cycle that I wanted to break," Laiho says. "I wanted to get rid of that type of business model. I also knew it wasn't a sustainable way of developing our cloud business."

The full portfolio advantage

PCP Partner was also looking for a business model that would alleviate the risks and costs associated with fluctuating capacity. A long-standing HPE partner, PCP Partner was well aware of HPE's technology portfolio, but executives were pleasantly surprised to discover more about the HPE Services portfolio, especially its Flexible Capacity Service. Through this service, "HPE takes care of all of our capacity, and it guarantees we have the required extra capacity which is not used in our data centers," says Laiho. "When we found out that HPE had this kind of agreement model, it was really a no-brainer for us to go with HPE."

While helping to remedy PCP Partner's capacity shortfalls, HPE Technology Services was also instrumental in helping the company shape its private cloud solution. "We ended up with a cloud solution that fits our needs perfectly," Laiho says. That solution is a private cloud built on HPE Helion CloudSystem Enterprise and HPE ConvergedSystem for Cloud. PCP Partner upgraded much of its existing HPE hardware with a new layer that includes HPE BladeSystem, HPE 3PAR StoreServ Storage, and HPE Networking components. The entire solution is covered by its Flexible Capacity agreement with HPE.

A win-win for all

While PCP Partner's private cloud has only been in production for several months, the company is already experiencing positive results. A key benefit is automation, especially the speed and ease of the HPE Operations Orchestration tool. "It's so much better than what we used to have," Laiho says. "It's easy to use and gives us an important business advantage because it makes us more flexible in every possible way. It's truly a brilliant product."

Case study
PCP Partner

Industry
Infrastructure
as a Service,
Service Provider

Customer at a glance

HPE Helion Cloud solution

- Private cloud

Hardware

- HPE ConvergedSystem 700x for Cloud
- HPE ProLiant BL Server Blades
- HPE 3PAR StoreServ 7400 Storage

Software

- HPE Helion CloudSystem Enterprise

HPE services

- HPE Flexible Capacity
- HPE Installation & Startup
- HPE Proactive Support

Laiho's capacity headaches have gone away, too. He no longer has to worry about whether or not he'll have capacity, and if he needs more, he can quickly get it. This is a plus for PCP Partner's many customers who can access infrastructure services from the company in minutes instead of weeks. "Our ISV customers, who do a lot of testing and development, can now save time—2–3 weeks—on their projects," Laiho says. "This means they're getting their end products to market that much faster."

The company has also shifted costs from capital expenditures to the OPEX model—including licensing fees. "Obviously, as a cloud service provider, this makes more sense for us, and life is a lot easier," Laiho says.

Possibilities in the cloud

PCP Partner is excited about what it's doing with the cloud today, and how the company can use it to grow moving forward.

While much of the company's existing business is selling IaaS—and the cloud has enabled more capabilities and greater flexibility to do that—PCP Partner is also looking ahead. With so many local ISV customers wanting to convert their products into commodities that they can sell in the cloud, PCP Partner is looking to support those ISVs who want to change their own service models to SaaS.

Why HPE

With HPE's help and guidance, PCP Partner's cloud was up and running within just two months—a testament to the close working relationship between HPE and PCP Partner over the course of the last 15 years. The company firmly believes in HPE technology, but this didn't mean that HPE was a shoo-in for its cloud business. Laiho and his team spent a lot of time researching other cloud solutions in the market. He also explored different business models available from IBM and Dell, but none could compete. "For us, the Flexible Capacity model is the driver for the cloud," Laiho says. "That's where HPE nailed it."

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