

  
Hewlett Packard  
Enterprise

# ELEVATING CLOUD EFFICIENCY WITH AS-A-SERVICE IT

**blueAPACHE redefines private cloud economics with agile, pay-as-you-grow infrastructure model, accelerating time to value for expanding catalog of service offerings**

## A new way to deliver applications

For blueAPACHE, cloud is not a nebulous concept of blinking computer lights and spinning disks floating in some mysterious space. It is rock-solid information technology delivering real business advantage right here on earth. All around the earth, in fact. Australia-based blueAPACHE runs a world-class private cloud, called emPOWER, which serves customers across the globe.

The emPOWER private cloud delivers exactly what the name implies—it empowers blueAPACHE customers to innovate and grow their businesses worldwide without worrying about the underlying infrastructure running their applications. That's because blueAPACHE is accountable for every aspect of the application delivery supply chain—from hosting and managing the application environment itself to ensuring excellence in the end-user experience. Just as important, customers have assurance that their cloud costs will not outpace business revenues because blueAPACHE delivers everything as a service with monthly charges based on consumption.

As a private cloud service provider, blueAPACHE has revolutionized the way organizations can access technology with its as-a-service offerings, providing a level of scale, elasticity, and agility at price points others—including the big public cloud providers—can't match. In fact, blueAPACHE's model has proven to be a strong competitive advantage, helping the company grow 30% year over year from bringing on new customers and enabling existing customers to expand their footprint.

Chris Marshall, founder and managing director of blueAPACHE, remarks, "We serve mid-to-large size enterprise organizations who need a service provider that can be responsible for application delivery across the globe. Our customers tend to have more complex IT requirements but don't have the scale internally to move into more challenging geographies. Our approach of providing everything as a service resonates with these markets. We offer a capability that enables them to change the way they deliver their applications to end users and allows them to expand into new geographies with confidence. It's definitely the wave of the future."

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**INDUSTRY:** SERVICE PROVIDER

**REGION:** PACIFIC RIM

## VISION

Revolutionize how mid-to-large size businesses deliver and scale their applications globally, assuring excellence in the end-user experience with optimal cost efficiency

## STRATEGY

Deliver private cloud resources as a service, leveraging a consumption-based IT model to flexibly scale infrastructure and align costs with revenues

## OUTCOMES

- Accelerates time to value for new and expanded service offerings
- Improves responsiveness to changing customer needs
- Helps sustain 30% growth rate with cost-efficient scalability

## Reimagining the private cloud infrastructure

blueAPACHE is one of only a few service providers to privately own and operate the end-to-end cloud infrastructure, including platform technologies, networking, and communication services. This provides the company with complete control over how customer applications are managed and delivered.

Marshall notes, “Our customers want to put their technical investments toward enhancing their applications, not the delivery infrastructure. They just want their applications delivered reliably and securely, and to have the end-user experience be as brilliant as possible. That’s exactly what blueAPACHE does for our customers on a pay-as-you-grow basis, so they can focus their investments where they get the best return.”

Demands are intense on the blueAPACHE emPOWER cloud to consistently deliver on customer expectations and blueAPACHE’s global service commitments. Availability is the highest priority, while assuring high application performance and end-user service quality are paramount. Flexibility and cost-effective scalability are also core values at the heart of blueAPACHE’s service offerings. Historically, the company achieved these infrastructure imperatives by maintaining plenty of reserve compute and storage resources to quickly accommodate new customer workload demands. In addition, blueAPACHE uses VMware® virtualization and

cloud orchestration to provide customers with the flexibility to spin up compute and storage environments as needed.

However, this model required blueAPACHE to carefully forecast its hardware requirements, typically 12 months out and make large capital investments to procure the necessary capacity for current and projected customer needs. This approach meant that for many months out of the year, excess capacity sat idle until it was needed. From a financial perspective, blueAPACHE had to wait until customer revenues caught up to its capital outlay to see a return on investment.

As Marshall and blueAPACHE’s general manager of technology, Michael Zuppa, prepared for the next infrastructure upgrade of the emPOWER cloud, they took a fresh view of their traditional model. In addition to replacing aging compute and storage platforms with modern, state-of-the-art technology, the blueAPACHE team also wanted to align system procurement with the company’s as-a-service delivery model.

Zuppa explains, “We wanted a rapid infrastructure expansion capability that could meet the scale-up requirements of our larger customers but underpin that expansion with revenue from the customer. Just as we offer our customers a pay-as-you-grow model for consuming our cloud services, blueAPACHE needed a pay-as-you-grow model for procuring our cloud infrastructure.”



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– **CHRIS MARSHALL**, FOUNDER AND MANAGING DIRECTOR, blueAPACHE



## Aligns infrastructure costs with customer revenue

blueAPACHE is a long-time customer of Hewlett Packard Enterprise (HPE) and after a thorough evaluation of multiple vendors as part of its due diligence, the company selected HPE to upgrade its emPOWER Cloud infrastructure, delivered as a service with HPE GreenLake. The foundation of the infrastructure is HPE Synergy composable infrastructure and HPE Primera mission-critical storage, providing the high availability, performance, and scalability so critical for blueAPACHE to deliver the quality of service its customers expect. Most important, HPE GreenLake ensures that blueAPACHE has capacity ahead of demand without the need for large CAPEX investments—reserve capacity is always available but blueAPACHE only pays for it when used.



HPE GreenLake puts our infrastructure costs in line with revenue coming from our customers. We don't have to overprovision systems ahead of time like before, and when we do need to expand infrastructure, it's now much faster and easier.”

— **MICHAEL ZUPPA**, GENERAL MANAGER—TECHNOLOGY,  
blueAPACHE

Zuppa points out, “HPE GreenLake puts our infrastructure costs in line with revenue coming from our customers. We don't have to overprovision systems ahead of time like before, and when we do need to expand infrastructure, it's now much faster and easier.”

He continues, “When customer workloads contract, those resources, whether compute or storage, are freed up and we can ingest them back into our greater cloud infrastructure for other customers. We can now provide customers with scale-up and scale-down capabilities at the infrastructure level, which differentiates blueAPACHE. Customers don't have to look elsewhere for those flexibility and cost advantages because we already beat what they could get from a public cloud provider.”

In addition, the new cloud infrastructure is managed by HPE GreenLake, freeing the blueAPACHE team to put 100% of its engineering talent toward serving customers and growing the business. Moreover, having a dedicated account support manager from HPE GreenLake for consultation and on-site operational service provides blueAPACHE with another level of assurance that the infrastructure is optimally tuned and updated, and that adequate capacity is always available ahead of demand.

Marshall says, “The number one benefit of the account manager for us is having another level of checks and balances across our platform infrastructure, which is fantastic. We are completely accountable for the solutions we deliver to customers, so to have HPE GreenLake here for things like systems management and capacity planning is another level of governance to help us be accountable. It allows us to just focus on our business without worrying about our platform infrastructure.”

## Accelerates time to value

blueAPACHE now has a new level of agility for responding to changing customer needs, as well as the ability to scale flexibly and economically as the company expands its cloud service catalog and customer base. This flexibility means blueAPACHE can build new sets of cloud services and define all the features and capabilities of each new service, confident in having the necessary infrastructure resources but without incurring any up-front expense. Then, when the new service is launched and as customers take advantage of it, blueAPACHE can deploy the necessary infrastructure.

This ability to scale on-demand brings important financial benefits to blueAPACHE. Zuppa explains, “Because our platforms can scale out so quickly and easily, our sales cycle greatly improves to get us a faster time to value. All the complexity of acquiring and deploying equipment has been removed by HPE GreenLake, allowing us to scale out with predictable costs, and extend that predictability to our customers with services that are easy for them to consume.”

Marshall concludes, “To sustain our 30% year-on-year growth we have to continually invest in new solution sets and making that process as efficient as possible is key. With HPE GreenLake we can be incredibly responsive, whether onboarding new customers or enabling existing customers to expand into new geographies. The time for us to bring new offerings and capabilities to market has been significantly reduced and that is helping us continue our strong growth.”





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