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SCALITY

Case study

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LAKE
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LAKE SOLUTIONS DIPS INTO INTELLIGENT DATA STORAGE TO DELIVER AGILE BACKUP AS A SERVICE

Scales economically with HPE Apollo 4000 Systems, Scality RING, and HPE GreenLake

Industry
Cloud service provider

Objective
Improve flexibility and economics for delivering backup as a service to customers with unpredictable demands

Approach
Deploy Scality RING cloud built on HPE Apollo 4000 systems delivered with the HPE GreenLake as-a-service consumption model

IT matters
- Scales up or down economically to meet dynamic customer demands
- Eliminates over- or under-provisioning storage infrastructure
- 40–50% lower cost-per-gigabyte for backup storage capacity

Business matters
- Assures customers their data is secure and compliant
- Provides flexible platform for delivering new service offerings
- Aligns costs with usage to help LAKE be competitive and profitable

Cloud service provider, LAKE Solutions, needed a data storage solution for its cloud-delivered backup-as-a-service offering. As an HPE Platinum Partner, LAKE put its trust in Hewlett Packard Enterprise with partner Scality to provide a highly reliable, secure, and scalable backup solution, delivered with HPE GreenLake to accommodate unpredictable customer demands with the agility and economics of the cloud.

> ## "The combination of HPE Apollo 4000 systems and Scality RING, delivered with HPE GreenLake, makes our backup-as-a-service offering more elastic and secure. It gives us a durable platform for introducing additional services. It's important that we choose a platform that can be as flexible as possible to support different services and customer needs."

– Daniele Palazzo, Chief Operating Officer, LAKE Solutions
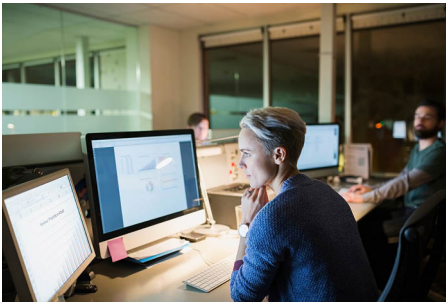
> ## "One of our unique selling points is we can accommodate the various wishes of our customers. This is why we need a very flexible backup solution. Scality RING allows customers to back up to our cloud with just about any backup software on the market."

– Roman Hegnauer, Chief Sales Officer, LAKE Solutions

Any service provider with a measure of success understands that service is the heart of the business. That means not only having an offering customers need but also delivering it with the efficiency, reliability, and economics they expect. This is where LAKE Solutions shines.

LAKE is one of the leading cloud service providers in Switzerland, standing apart from its competitors by providing personalized customer attention others simply can't match. Each customer's needs are unique, and LAKE has designed agility into its business at every level to accommodate those differences. That's why LAKE built its two data centers on HPE technology, delivered with the HPE GreenLake as-a-service model to achieve the cloud agility and responsiveness customers expect, and the on-premises control and compliance LAKE requires.

As an HPE Platinum Partner, LAKE Solutions has deep expertise in HPE technology, and brings decades of IT experience to the market. Customers of all types and sizes rely on LAKE for infrastructure services such as virtualized compute as a service delivered on HPE Synergy composable infrastructure, and storage as a service using HPE 3PAR Storage. It was only natural when LAKE needed to upgrade its backup offering that the company turned again to HPE, this time with another valued partner, Scality. The solution—HPE Apollo 4000 Systems with Scality RING software-defined object storage.

Daniele Palazzo, LAKE's chief operating officer, says, "We continually try to differentiate LAKE with the flexibility we offer our customers. We had a backup offering previously, but we wanted more than just upgraded hardware, we wanted to bring new capabilities for our customers. The combination of HPE Apollo 4000 systems and Scality RING, delivered with HPE GreenLake, makes our backup-as-a-service offering more elastic and secure. It's important that we choose a platform that can be as flexible as possible to support different services and customer needs."

FLEXIBILITY TO MEET A RANGE OF CUSTOMER BACKUP NEEDS

With flexibility at the core of LAKE's requirements, HPE Apollo 4000 systems and Scality RING provide an ideal solution. They enable LAKE to accommodate a wide range of customer needs, and manage the infrastructure in a highly granular, cost-effective manner.

Roger Schellenbaum, head of cloud infrastructure at LAKE, remarks, "With HPE Apollo 4000 systems and Scality RING, we are able to scale the solution disk by disk instead of needing to add entire system nodes like traditional infrastructure. As customers grow their backup requirements, we can accommodate them at a very granular level, which is more cost-effective for them and us."

In fact, with the ultra-dense storage of HPE Apollo systems, LAKE estimates a 40–50% reduction in cost per gigabyte for backup data.

Schellenbaum also notes, "Scality RING enables us to spread backup data across our two data centers, something other vendors couldn't do." This capability means LAKE can automatically replicate data between two different locations, opening up the possibility for introducing new services such as data archiving for customers. In addition, it strengthens the durability of the infrastructure, assuring customers that their data is not only backed up successfully, but that it will be available should they need to restore it.

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– Roger Schellenbaum, Head of Cloud Infrastructure, LAKE Solutions

Another important capability that Scality RING brings is support for different backup tools, which LAKE takes advantage of to offer its customers a choice of backup services. For example, LAKE has standardized on Veeam and Commvault backup software and offers a managed service to back up customer data from their production environments to the HPE Apollo 4000/Scality infrastructure. If customers want to use their own backup software, they have that option as well.

FLEXES TO UNPREDICTABLE CUSTOMER DEMANDS WITH AS-A-SERVICE AGILITY

For LAKE, flexibility also means being able to handle the constant challenge of uncertainty in how much backup capacity customers will require over time. The HPE and Scality solution addresses this challenge head on, while enabling LAKE to manage costs to be both competitive and profitable. The key is delivering the backup-as-a-service solution with HPE GreenLake, which enables LAKE to flex capacity up or down, and only pay for the actual capacity used.

Hegnauer says, "Having HPE Apollo 4000 systems and Scality RING in the HPE GreenLake model made it possible for us to start quite small without the risk of being under-sized for our customers. We didn't need to invest in a lot of capacity up front like the old CAPEX model and end up over-sized. After the migration from our previous infrastructure, with all

the deduplication and compression that HPE and Scality provide, we could see how much data actually landed on the new solution and then scale as needed."

Palazzo points out an important advantage of the HPE GreenLake model: "We always have a 20% capacity buffer with HPE GreenLake, which we can use instantly if our demand spikes."

Schellenbaum adds, "We can respond to demand surges much faster with HPE GreenLake than we could in the past. It helps us handle the uncertainty in demand more efficiently and cost-effectively."

Just as important, especially for LAKE's small- and medium-size customers, is the ability to also shrink capacity as needed. The value of this feature became known during the COVID-19 pandemic when many smaller businesses had to shut down temporarily or slow down significantly. LAKE could easily scale down the service for those customers and adjust their price accordingly. That's because LAKE's internal costs for the infrastructure went down proportionately thanks to the consumption-based approach of HPE GreenLake.

Palazzo notes, "The biggest problem we had in the past was we had a large up-front investment in capacity, so if a customer needed to scale back we still carried that cost. Now with HPE GreenLake, we see the effective cost of our infrastructure month to month based on usage. It's much more transparent and flexible."

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– Roman Hegnauer, Chief Sales Officer, LAKE Solutions

Customer at a glance

Solution
Cloud-delivered backup as a service built on a consumption-based IT model

Hardware
• HPE Apollo 4200 Systems
• HPE Synergy
• HPE 3PAR Storage

Software
• Scality RING
• Veeam Backup & Replication
• Commvault

Service
HPE GreenLake

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ASSURES DATA SECURITY AND COMPLIANCE

As a service provider, LAKE must be vigilant in preserving the integrity of customer backup data within its cloud environment. In addition to replication across the Scality RING environment, data security is assured with encryption to FIPS 140-2 Level 1 standards, augmented with HPE innovations in firmware protection, malware detection, and recovery. These features bring added assurance to LAKE customers that their data is secure and compliant.

Hegnauer says, "Our clients can feel confident their data is safe and secure with our backup service. That's due to the security HPE and Scality build into their technologies, as well as our data management practices. The data is all stored and managed within Switzerland to meet data sovereignty requirements and comply with regulations like GDPR."

PARTNERSHIP THAT DELIVERS CONFIDENCE AND TRUST FOR THE LONG TERM

LAKE Solutions has the internal expertise to deploy, manage, and support the HPE/Scality infrastructure. Nevertheless, having HPE GreenLake management services with engineering support from HPE, provides valuable backup to LAKE's own team. For example, a dedicated account service manager from HPE GreenLake meets regularly with

the LAKE team to review their plans and discuss any recommended updates. Typical support cases, such as a drive failure, go directly to HPE for immediate servicing. For more complicated issues, LAKE also relies on its account support manager to escalate the case directly to HPE engineering for assistance.

Hegnauer comments, "If we have a problem that's too complex or bigger than we can solve ourselves, our account support manager quickly escalates the case to the right people. That's an advantage of having support services from HPE GreenLake."

The relationship between LAKE Solutions and HPE is a long and trusted one. The success LAKE has realized over the years as an HPE partner gives the company confidence in continuing to invest in HPE and Scality solutions as the business grows and customers continue to seek additional cloud services.

Palazzo concludes, "We try to be a partner for our customers, and that means we also need a technology partner we can trust. We have confidence and trust in HPE as that partner."

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