

## Case study

# Cofely: green IT in the cloud with HP CloudAgile Partner Uniserver



**Energy efficiency services giant taps HP Converged Infrastructure to expand green IT-as-a-Service business**

### Industry

Energy efficiency services

### Objective

Ensure uptime of environmentally sustainable, cloud-based IT for broad array of markets

### Approach

Engage HP CloudAgile Partner, Uniserver, to reduce energy usage while growing IT-as-a-Service business based on HP Converged Infrastructure and HP Proactive Care Service

### IT matters

- Achieved data center Power Use Effectiveness (PUE) of 1.05 versus 1.4 Netherlands industry average
- Improved Energy Use Effectiveness (EUE) to 1.3, versus 2.3 industry average
- Sustained 99.95% uptime for clients
- Enabled customer self-service IT monitoring and billing

### Business matters

- Avoided CAPEX of building more physical data centers
- Enabled expansion into UK, Germany, and Scandinavia
- Increased margins
- Improved scalability



**“We made the right decision with Uniserver and HP for our cloud-based ITaaS, especially regarding stability, scalability, and performance. In line with our overall business mission, we now can provide some of the most environmentally friendly IT services in the world.”**

– Patrick Keulen, Program Manager, Commodity Services, Cofely Gdf Suez

Cofely owns three data centers across Europe to provide co-location IT services to customers, but they were consuming substantial space and power. Wanting to expand its IT services, Cofely preferred to use an Information Technology-as-a-Service (ITaaS) model for improved cost-and energy-effectiveness, flexibility, and scalability. They chose an HP Converged Infrastructure solution provided through HP CloudAgile partner Uniserver to meet their needs.

## Environmentally friendly IT

Cofely Gdf Suez designs, implements, and operates energy services to help businesses, government organizations, and educational institutions better use energy and respect the environment. A huge enterprise, Cofely is the largest provider of energy efficiency services in Europe, with 90,000 employees, €15 billion in revenues annually, and a presence in nearly 40 countries.

Many of Cofely's customers for ITaaS operate in industrial environments. Cofely Netherlands creates custom software for customers that manages everything from robots on production lines to water ponds for cooling. The solutions are tailored for each customer with the ability to manage specific details, such as ensuring potato chips in a food manufacturing plant contain the right amounts of salt. Cofely's software is mission-critical because it steers production and pinpoints issues, such as unsatisfactory products coming off the line that result in waste—or worse, dissatisfied customers.

Industrial customers often rely on SAP—a software system that requires fast, high-end calculations—for their operations. In addition, Cofely clients often host virtual Citrix-based Microsoft Exchange environments that require top performance. Other applications hosted for Cofely customers include CRM, document management, backup, and archiving. Markets span the gamut, from industrial, education, and healthcare to government.

## Co-location or ITaaS?

Many industrial customers run their own data centers, but they also ask Cofely for additional IT infrastructure-as-a-Service (ITaaS) to support their core processes. Most of them no longer wish to build out their own facilities. Instead, they rely on Cofely to provide more flexibility and scalability to expand or contract alongside market demand.

Previously, the company relied solely on three Cofely-owned data centers located across Europe to provide co-located IT services to clients. However, as Cofely expanded its data center space, capacity in its physical data centers was underutilized, so the data centers were consuming substantial power and space without a payback. This contradicted Cofely's key business mission—more efficient energy services—and also made it more difficult for Cofely and its clients to meet government regulations for environmental sustainability.

Under the co-location model, customers were continually asking Cofely to rent its data center space, CPU memory, storage, and so on; however, this soon proved impractical. "Running our industrial applications on our hardware and building, maintaining, and scaling our own data centers to stay aligned with customer demand had become too laborious and expensive," says Patrick Keulen, program manager for commodity services for Cofely. "Additionally, we had to deliver ever-higher levels of compute power and storage performance, and that was becoming increasingly difficult to achieve."

## Cloud-based ITaaS with Uniserver

Cofely saw an opportunity to expand its IT services, yet deliver them in a more environmentally sustainable, scalable, flexible, and cost-effective way—by finding a partner that would provide IT services in the cloud. Cofely conducted a lengthy evaluation process among multiple cloud IT vendors. The criteria included infrastructure robustness, service level agreements (SLAs), automated processes for maintenance and billing, and certifications. The company chose HP CloudAgile partner, Uniserver, to move many core portions of its operation to the cloud.

The Uniserver data center infrastructure is based on HP ProLiant BladeSystem 460c Gen8 servers, and HP LeftHand P4500 and HP 3PAR

StoreServ Storage. The environment is almost entirely virtualized, and can be delivered to customers using public, hybrid, and private cloud-based computing models.

Uniserver uses HP Proactive Care Service with the Personalized Support option to ensure 99.98% uptime, passing the reliability and business continuity benefits on to clients. Customers can rely on 99.95% storage performance per server—a factor that can be measured in real time through Uniserver's tailor-made customer portal, MyUniserver.

As a member of the HP CloudAgile partner program, Uniserver can rely on HP to assist with delivering cutting-edge, cloud-based solutions to customers such as Cofely. "The HP name carries a lot of weight with our customers," says Hugo van Diepen, co-founder of Uniserver. "HP also provides substantial pre-sales, sales, and marketing support for us. As a trusted partner, HP extends our ability to provide world-class cloud solutions."

Equally important, Uniserver is ISO 2000 certified to support quality management systems for Cofely's industrial clients and offers a multitude of automated processes. Uniserver's development staff built the MyUniserver Self Service portal. Cofely customers can use the MyUniserver portal to manage, edit, and provision their own virtual servers, CPUs, storage, networking, and so on. On MyUniserver, they can view and pay bills online, as well as view resource usage to keep costs in line with business requirements.

"Uniserver emerged as our choice for a cloud IT service provider due to their high SLA guarantees and ISO certification level," says Keulen. "Their use of the HP-based ITaaS platform is also beneficial. When we go into tenders and tell potential clients we tap into an HP infrastructure through our partner, Uniserver, HP resonates as a trusted, rock-solid brand with high quality products."

## Green IT, without sacrifice

Although Cofely continues to provide co-location services through its own data centers, it now can offer 100% cloud-based services through HP CloudAgile partner Uniserver to meet customer needs as well. The Uniserver offering has enabled Cofely to achieve its goal of providing more environmentally friendly IT options to its customers. Through Uniserver, Cofely has reached data center Power Use Effectiveness (PUE) of 1.05 versus a 1.4 Netherlands industry average and improved Energy Use Effectiveness (EUE) to 1.3, versus the 2.3 industry average.

Performance and uptime have improved as well. Cofely can rely on a SLA of 99.98% guaranteed uptime, and can assure customers of 99.95% storage performance per server. The environment is highly stable and delivers exceptional performance. Both uptime and performance are important factors, especially in industrial environments relying on compute-intensive applications such as SAP or Cofely's custom manufacturing software.

Conveniently, customers can provision IT services and capabilities on their own, saving clients and Cofely countless hours. Customers and Cofely can monitor usage patterns and bills and adjust IT requirements to meet budgetary allocations.

"We now have a much more stable platform and can scale up and down on request," says Keulen. "We can view performance and utilization, so both we and our customers can make intelligent decisions about everything from storage use to workload performance and make adjustments accordingly, on-demand."

## Customer at a glance:

### Cloud Platform

- UniStructure cloud platform
- MyUniserver customer portal
- Uniserver Cloud in a Box partner program

### Application

- SAP
- Custom-developed industrial applications
- Citrix
- Microsoft Exchange
- Various CRM packages
- Document management solutions
- Backup and archiving software
- VMware

### Hardware

- HP ProLiant BladeSystem BL460c Gen8 Server Blades
- HP LeftHand P4500 storage
- HP 3PAR StoreServ storage
- HP FlexFabric
- HP BladeSystem c7000 Enclosures

### HP Services

- HP Proactive Care Service with the Personalized Support option

### Our partners support



## Savings, sustainability, and scalability

From a business standpoint, Cofely now has a strategic advantage in providing cost-effective ITaaS to clients. Customers seek out Cofely specifically for environmentally friendly IT solutions so they can meet government environmental requirements. Cofely also affords its customers the opportunity to avoid the up-front and ongoing capital expense of building and operating their own data centers, so the Uniserver offering meets both environmental and business goals.

For Cofely itself as an IT services provider, the Uniserver and HP option offers many of the same benefits, including reducing the need for physical data center space and power and supporting customer self-service provisioning and billing. It therefore affords higher margins for Cofely than building, continually updating, and maintaining physical data centers. Cofely, like its customers, saves on capital

expenditures and can tap into a pool of world-class IT capabilities on a pay-per-use basis. This capability gives Cofely more flexibility, and the scalability to grow its ITaaS business as demand dictates. The partnership with Uniserver has already enabled expansion into the UK, Germany, and Scandinavia.

“We made the right decision with Uniserver and HP for our cloud-based ITaaS, especially regarding stability, scalability, and performance,” Keulen says. “In line with our overall business mission, we now can provide some of the most environmentally friendly IT services in the world.”

## About Cofely Gdf Suez

Cofely Gdf Suez is the largest energy efficiency services company in Europe, serving 130,000 public and private clients in 40 countries. The company has 90,000 employees and earns €15 billion in revenues annually.

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