

# Okinawa Cross Head chooses OpenStack for expanding business opportunities

HPE Helion OpenStack plays a key role in improving business opportunities



“Okinawa Cross Head is an active supporter and user of open source solutions for building clouds, and now with HPE Helion OpenStack, we’re convinced that many new doors will open for our business.”

– Tadaaki Tokashiki, CEO,  
Okinawa Cross Head

## Strategic location

For five centuries, present-day Okinawa Prefecture in Japan was known as the Ryukyu Kingdom, ruled by monarchs and culturally and politically influenced by its trading partners from China, Korea, Southeast Asia, as well as Japan. With its rich history and strategic location as a gateway to Taiwan, Republic of China, and all points south, Okinawa Cross Head is primed to take advantage of emerging Pan-Asia business initiatives.

## Cloud services for SMBs continue to emerge

No company is better suited for growth than [Okinawa Cross Head Co. Ltd.](#), a data center infrastructure services provider based in Naha, Okinawa. With a rich portfolio that includes successful public cloud services, Okinawa Cross Head (OCH) is prepared to take the next steps to expand its business in Japan and Asia.

## What OCH does for clients

- Network and server system design, implementation, operation, maintenance and related development
- Onsite IT engineers for service desks, operation monitoring, and operators as a temporary service or a service contract
- IT educational services including training course planning, development of training materials and organizing training courses

“Our customers in Asia are becoming more aware of our leading-edge public cloud product services,” says Tadaaki Tokashiki, CEO of Okinawa Cross Head. “We believe the timing is right to increase market share abroad with enhanced solutions, especially those based on open source technology.”

Timing and vision are obvious strengths of the OCH business success story. In 2006, the founders launched the company as a managed service provider, targeting the then underserved small to medium-sized business (SMB). Over the years, OCH evolved with technology trends, and the business has grown. Today, it is a multifaceted technology services company with 90 employees located in numerous locations in Okinawa as well as Tokyo.

The OCH portfolio includes product, network, data center, and system integration services, as well as its 24x7x365 managed monitoring and operational services. The SMB cloud services market in Japan is highly competitive, and the stakes are high. OCH is an outstanding example of entrepreneurial spirit

and business savvy combined with timely technical innovations to fuel the business at the right times.

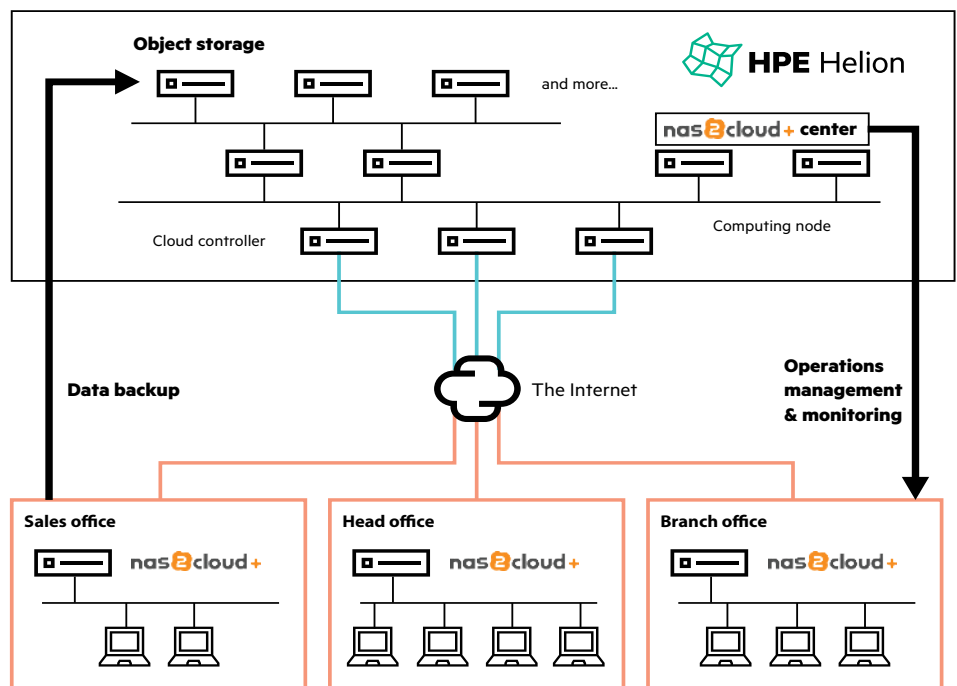
## Thinking out of the box with open source

The IT solutions market in Japan is highly competitive where high-touch, high-margin targeted solutions are compulsory.

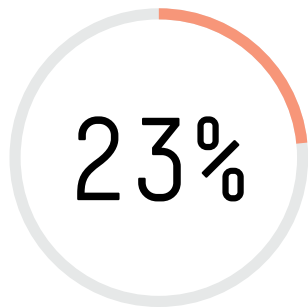
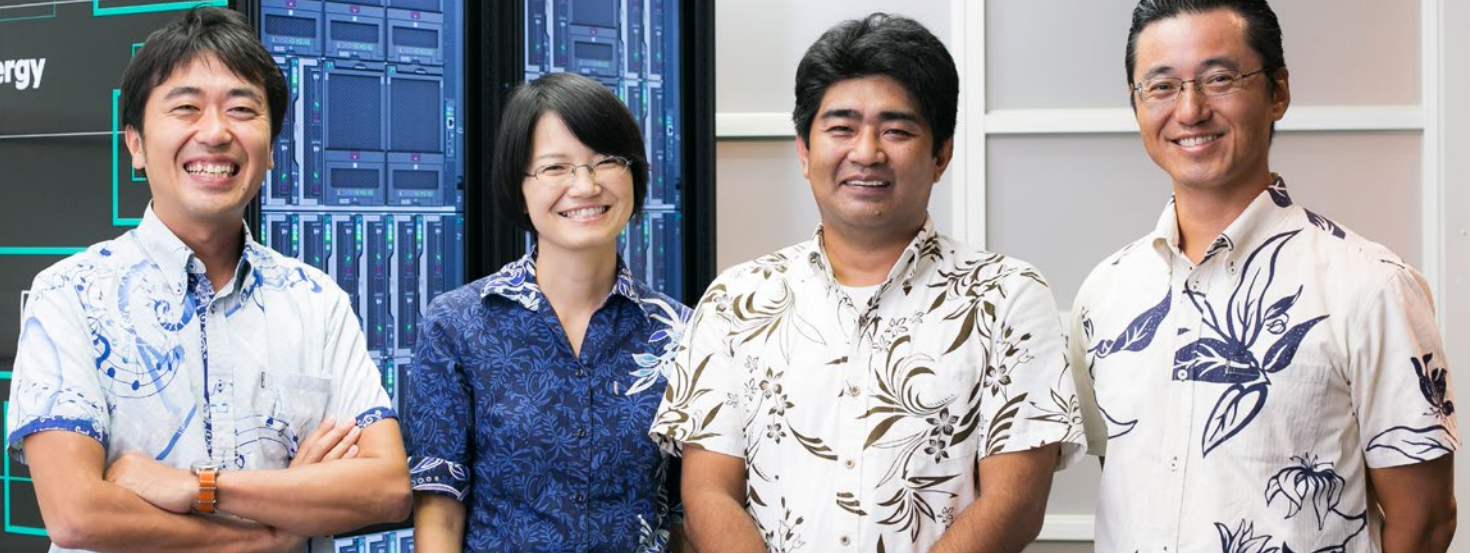
Bringing such solutions to market requires innovation, speedy development, and cost-efficiency. To satisfy these conditions, OCH uses open source OpenStack Community as a foundation for its popular services, including nas2cloud, a public cloud service that monitors and controls data center storage functions for SMB customers. The nas2cloud service is a turnkey system with self-developed software and network-attached storage housed on HPE ProLiant MicroServer hardware.

To boost the flexibility, scalability, and cost-efficiency of the storage in its disaster recovery service, OCH turned its focus to

## Monitoring and Controlling Data Center Storage



“nas2cloud Plus” is a next-generation appliance that protects data via cloud technology. It uses HPE Helion OpenStack Object Storage for data storage, and HPE Helion OpenStack Compute as the cloud-based infrastructure for operations management and NAS monitoring.



of OCH products use HPE Helion technology

 [Tweet this](#)

OpenStack Object Storage (Swift). When OCH determined that OpenStack Community lacked certain capabilities, it realized that it needed to invest time and resources into either building the integration itself, or, if available, finding a solution from another company.

Fortunately, Hewlett Packard Enterprise had the answer. The open and secure HPE Helion OpenStack platform gave OCH the needed capabilities to integrate with Swift and complete the enhancement to the disaster recovery capabilities of nas2cloud.

“We’ve used HPE products for some years, and they are a trusted partner,” says Tokashiki. “The HPE Cloud team really stepped up to help us resolve the object storage issue. Frankly, we thought we knew everything about OpenStack, but HPE professional consultants and HPE Helion OpenStack truly impressed us.”

### **Business vision, advanced technology, and timing form a winning combination**

OCH is a member of Okinawa Smart Hub, a public-private partnership to further cloud technologies and software-defined networking, and with the goal of establishing a next-generation information and communication technology infrastructure in Asia. It brings together representatives from Asian countries to share their insights and solutions, and the timing couldn’t be better for OCH.

In fact, its name ‘Cross Head’ is prophetic as it comes from an old Japanese proverb that translates closely to “Two heads are better than one.”

HPE Helion OpenStack has helped OCH align its business and technical requirements. It slotted into the nas2cloud service without a hitch, and quickly provided agility and scalability to OCH’s IT services and with cost-efficiency. OCH designed and implemented HPE Helion OpenStack with assistance from HPE engineers on part of the solution. The HPE involvement in this project provided visibility and credibility. OCH views HPE as not only its vendor of choice, but also as a partner that shares the same goal to help bring HPE Helion OpenStack to data centers of all sizes throughout Japan. OCH is a frequent participant in HPE Helion seminars and prospective customer presentations.

Okinawa Cross Head and HPE demonstrated that customer and provider teams can work together to solve business and technical challenges with open source cloud computing. The collaboration has worked so well that discussions are underway to expand OCH storage capabilities with additional HPE Helion technology. OCH cites three key aspects of HPE Helion OpenStack that improve business opportunities: open public cloud technology favored by public sector organizations, private cloud for on-premises customers, and HPE expert support of the software associated with its services.

**Built on HPE Helion**  
**[Learn more at hpe.com/go/helion](https://hpe.com/go/helion)**



#### **Okinawa Cross Head**

Offering an open cloud infrastructure  
[Watch Video](#)

**Case study**

Okinawa Cross Head

**Industry**

Technology



OKINAWA CROSS HEAD

---

## Objective

OCH CEO knows that an upgrade to its popular OpenStack-based public cloud service will not only enhance the customer experience, but that the use of open source technology will open the doors to business expansion.

---

## Approach

OCH's approach combined its knowledge of open source technology with Hewlett Packard Enterprise's vast experience and knowledge and the HPE Helion OpenStack solution to enhance its nas2cloud public cloud service. HPE Cloud implementation services were used extensively to help ensure success of the service upgrade.

---

## IT Matters

- Open source technology provides a proven option for building commercial public cloud services
- Agile foundation fosters faster development of cloud-based products and services
- Use of object storage increases the flexibility and scalability of data storage

---

## Business Matters

- Innovations improve time-to-market and increase business opportunities
- Adoption of HPE Helion OpenStack helps to improve customer experience
- Open source solutions decrease the cost of doing business

---

## Customer at a glance

**HPE Helion Cloud Solution**

- Public cloud

**Hardware**

- HPE ProLiant MicroServer

**Software**

- HPE Helion OpenStack

**HPE services**

- HPE Cloud Implementation Services
- HPE Helion Software Services




---

**Sign up for updates**

---



---

**Hewlett Packard  
Enterprise**

---

© Copyright 2017 Hewlett Packard Enterprise Development LP. The information contained herein is subject to change without notice. The only warranties for Hewlett Packard Enterprise products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. Hewlett Packard Enterprise shall not be liable for technical or editorial errors or omissions contained herein.

The OpenStack word mark and the Square O Design, together or apart, are trademarks or registered trademarks of OpenStack Foundation in the United States and other countries, and are used with the OpenStack Foundation's permission.

4AA6-3758ENW, February 2017, Rev. 1