

Case study

myLoc enables more efficient growth with HP Moonshot



Leading European hoster boosts revenue potential while slashing power and space costs with new suite of server offerings built on HP Moonshot System

Industry

Managed hosting

Objective

Provide hosted customers with secure, flexible IT services while reducing data center space and power usage

Approach

Deploy HP Moonshot System

IT matters

- Reduced power costs by 60% and space costs by 75% thanks to ultra-dense, highly efficient architecture
- Lowered administrative and maintenance costs by 33% with cable-free design, hot swappable cartridges, and HP iLO technology
- Accommodated 24 times as many servers per square meter as an equivalent tower server

Business matters

- Enabled 28.7% greater earnings potential with 11.2% better margin thanks to breakthrough economics
- Increased revenue opportunities by supporting six times more servers in existing data center for greater revenue
- Provided choice and control to meet a broader range of customer needs and price points

“In a data center planned for 5,000 servers we can now host about 30,000 servers on HP Moonshot. So we can generate a lot more revenue with our existing data center.”

– Christoph Herrnkind, Chief Operating Officer,
myLoc managed IT AG

One of Germany's largest hosting providers, myLoc managed IT AG was growing 20% per year and pushing the limits of space and power in its data center. To enable more efficient growth, myLoc deployed the HP Moonshot System for new hosted server offerings providing 28.7% greater earnings potential with 11.2% better margin while reducing power costs by 60% and space costs by 75%.



myLoc managed IT AG is a leading provider of managed hosting solutions for consumers and business customers through its webtropia.com brand. The company also offers a range of colocation services and professional outsourcing solutions out of its three Tier 3 data centers in Dusseldorf, Germany, protected by the world's largest Lampertz security room.

With annual business growth of 20% myLoc was running into space and power constraints and required a more efficient solution that could easily scale to meet rising customer demand. As a long-time HP customer with experience running more than 12,500 HP servers, myLoc turned again to HP as a trusted IT advisor and learned about the industry game-changing HP Moonshot System.

HP Moonshot provides a new style of workload optimization specifically designed to provide organizations like myLoc with breakthrough economics and an unparalleled level of choice and control. With up to 45 ultra-dense server cartridges in a 4.3 U chassis, HP Moonshot provides the equivalent of an entire rack of servers in 90% less space and at a fraction of the power and cooling costs. And because the server cartridges all share a common backplane and switching fabric, HP Moonshot eliminates the extra overhead of traditional servers, dramatically reducing complexity.

Christoph Herrnkind, myLoc's chief operating officer, says, "HP Moonshot was the ideal solution for us to provide our customers with a perfect blend of individuality, reliability, cost transparency, and value for the money."

Enables suite of workload-optimized offerings

After initial testing with HP ProLiant Moonshot Server Cartridges, the impressive results convinced myLoc to expand its selection to include a range of server cartridges to meet the diverse needs of its webtropia.com customers.

"We were surprised by the level of power efficiency we achieved in the first benchmarks with HP Moonshot," recalls Herrnkind. "We decided that only one type of HP Moonshot server cartridge would not be enough, and that we could meet a broader range of customer needs and price points with more variety."

myLoc has deployed multiple HP Moonshot platforms, including five HP Moonshot 1500 Chassis fully populated with 45 HP ProLiant Moonshot Server Cartridges, two HP Moonshot 1500 Chassis with 45 HP ProLiant m300 Server Cartridges, and two HP Moonshot 1500 Chassis with 45 HP ProLiant m700 Server Cartridges. The complete solution also includes HP ProLiant SL4540 Gen8 Servers to provide webtropia.com customers with an additional 50 TB of storage, while an HP FlexFabric Virtual Switch 5920v ensures reliable, high-bandwidth connectivity. Intelligence for automated system control, health monitoring, and remote administration is provided by HP Integrated Lights-Out technology.

This solution enables webtropia.com to offer its hosting customers a choice of server options each optimized for specific workloads.

Customer at a glance

HP Moonshot System

- HP ProLiant Moonshot Server Cartridges
- HP ProLiant m300 Server Cartridges
- HP ProLiant m700 Server Cartridges
- HP Moonshot 1500 Chassis

HP Hardware

- HP ProLiant SL4540 Gen8 Servers
- HP FlexFabric Virtual Switch 5920v

HP Firmware

- HP Integrated Lights-Out

For example, the company's "HP Moonshot S" offering features dual-core ProLiant Moonshot Servers ideal for static web hosting. Its "HP Moonshot M" offering leverages the quad-core ProLiant m700, which is ideal for hosted desktops, cloud gaming, and media transcoding. And the "HP Moonshot L" offering provides webtropia.com customers with an eight-core ProLiant m300 optimized for No SQL/New SQL databases, web serving, and content delivery. Each server is delivered for a very competitive monthly fee and allows customers to run their choice of operating systems, such as Microsoft Windows, Ubuntu, or CentOS, on each server.

With this efficient, cost-effective solution, myLoc expects to have more than 2,000 HP Moonshot servers leased to customers by the end of 2014, and as many as 5,000 HP Moonshot servers leased to customers by the end of 2015, with no need to expand its physical data center anytime soon.

"In a data center planned for 5,000 servers we can now host about 30,000 servers on HP Moonshot," notes Herrnkind. "So we can generate a lot of more revenue with our existing data center."

Supports more growth in less space

HP Moonshot delivers the speed, scale, and optimization myLoc needs to offer its customers secure, flexible IT services on demand while dramatically reducing space and power usage.

For example, the Moonshot System provides myLoc with 24 times as many servers per square meter as an equivalent tower server, reducing myLoc's power costs by 60% and its space costs by 75%. myLoc also realized 33% lower administrative and maintenance costs by eliminating complexity and saving time with cable-free design, hot swappable cartridges, and iLO technology. And the overall efficiencies and cost savings of the Moonshot System represented 28.7% greater earnings potential for myLoc with 11.2% better margin.

Dennis Thomas, myLoc's chief technology officer, comments, "When you look at the total cost of ownership, Moonshot is really changing the game. Our customers are quite happy with the performance, and we're saving so much on energy, data center space, cooling, and management, it's awesome."

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