Hewlett Packard Enterprise

Case Study

UnionRead leverages cloud technology to improve customer service

HPE Helion drives business transformation to meet customer demand

UnionRead has become the first service provider in China to deploy HPE Helion Hybrid Cloud solutions based on OpenStack technology. The company is now able to use the most advanced technology to develop cloud solutions that meet the specific demands of industry users. This not only accelerates innovation, but also helps expand their businesses.

Objective
To provide customers with hybrid cloud services to help customers accelerate product development, deployment speed, and to better control costs

Approach
To collaborate with the world's leading cloud technology vendor and utilize HPE Helion Hybrid Cloud solutions to build an open, secure and agile cloud platform, and set up a dedicated team to build, operate and support the platform

IT Matters
- A scalable open cloud platform architecture improves operational efficiency and system stability
- Reduced cloud platform building and maintenance costs, along with reduced management complexities

Business Matters
- To provide customers with personalized hybrid cloud services that reduce the complexity and management challenges of cloud computing
- To drive UnionRead's innovation and development in virtual computing and network virtualization

Challenge

The New Cloud Era
Cloud computing is undergoing a critical industry realignment such that it may no longer be competitive in a single field such as software, hardware or services. The ability to combine the integration capabilities of various resources is an important indicator of whether technology vendors or service providers are able to withstand the trials in the cloud era and stand the test of time. The collaboration between Hewlett Packard Enterprise and the Chinese cloud service provider Beijing UnionRead Information Technology Ltd. ("UnionRead") is a natural result of this situation.

"Building and operating community clouds based on HPE Helion further drives UnionRead's innovation and development in virtual computing and network virtualization. We look forward to working with Hewlett Packard Enterprise to develop comprehensive hybrid cloud solutions in China. UnionRead and HPE will jointly serve customers in many industries such as education, health care, transportation and finance."

— Peng Yang, chairman and founder, Beijing UnionRead Information Technology Ltd.

For HPE, the ability to provide hybrid cloud technology with a full range of support for its customers in China, the world's fastest-growing cloud market, the alignment has made it possible for the company to meet the growing demand of the Chinese for cloud services; as for UnionRead, after becoming the first OpenStack-based HPE Helion Hybrid Cloud solution service provider, it is able to utilize the most advanced technology to develop more cloud solutions that are able to meet the demands of industry users for innovation acceleration and business expansion.

Transforming into a Cloud Service Provider in response to customer needs

Customers from an increasing number of industries are eager to minimize investment in non-core businesses (such as IT systems), and focus resources on core areas instead. This has led to a gradual shift in the demands of current industry users for cloud services; the initial demand for hardware cost control has moved towards the use of cloud services to achieve business value, accelerate product development and deployment speed as well as improved cost controls. This trend of change for the cloud industry is also resulting in higher requirements on cloud services practitioners. The cloud computing deployment approaches and content differ greatly depending on the industry.

For service providers who are very familiar with industrial applications, it is ideal to cooperate with vendors familiar with the underlying technologies so as to jointly provide services for customers. This would be the ideal ecosystem for the cloud services industry.

As the industry's leading content distribution network service provider and hybrid cloud operator, UnionRead caters to industry trends, and hopes to collaborate with the world's leading cloud technology vendors to provide hybrid cloud services for industries such as education, health care, transportation, finance, internet and gaming.

UnionRead Chairman and Founder Peng Yang discusses his beliefs, "Currently, corporate IT systems are mostly in mixed environments. Which applications should stay in the private cloud? Which can be moved to the public cloud? How should this be managed? These are all questions that trouble our customers. It is relatively rare for companies with numerous projects to make use of only one or two cloud technologies or cloud service providers. The key question is whether these technologies can interact with each other to provide a more efficient hybrid cloud."

In choosing a working partner, UnionRead's primary consideration was that the technology had to be open-source so as to avoid the issue of vendor lock-in. Additionally, UnionRead hoped to accelerate innovations in virtual computing and network virtualization. As an important class of customers for UnionRead, game and mobile internet developers are not only very demanding of 'virtual computing', but also have very high requirements for 'virtual networks' and hope to utilize SDN related technologies when purchasing a network. Hence, the question of combining network virtualization and SDN was also an urgent issue that UnionRead needed to resolve.

UnionRead therefore had its sight set on the preeminent international cloud technology provider, HPE. Based on the industry-leading Cloud Foundry technology and OpenStack open-source technology, the HPE Helion development platform facilitates an interoperable platform, and is an open-source cloud platform that does not lock in users, at once addressing the problem of 'vendor lock-in' as well as eliminating the complexities of the underlying infrastructure of the cloud. More importantly, HPE has also implemented an OpenStack Technology Indemnification Program that indemnifies developers from any patent, trademark or copyright infringements even when working with open-source technology. This offers greater assurance to UnionRead as it provides secure services to its customers.

Solution

Open-source technology
After several rounds of communication with the HPE Cloud team, UnionRead gained greater understanding about the HPE Helion functions, value and how to quickly make deliveries via the Platform-as-a-Service platform to meet business needs, which in turn has resulted in more business opportunities. UnionRead plans to deploy cloud products and services that are part of the HPE Helion series as its technological infrastructure at its data centers around the country, so as to build an open, secure and agile cloud platform.

They will also set up a dedicated team to build, operate and support the cloud. Through security reviews as well as repeatability, configuration and hardware tests, the HPE Cloud team has strengthened the customer-oriented OpenStack system, and has used easy-to-use installation and updating procedures based on HPE Linux for delivery. The Services provided by UnionRead's hybrid cloud include Infrastructure-as-a-Service, Platform-as-a-Service and Software-as-a-Service.

UnionRead not only utilizes the HPE open-source technological system to provide public cloud services, but also utilizes Helion's robust storage infrastructure to provide cloud storage services for the industries it supplies. In doing so, the company helps companies manage workloads more easily in a mixed IT environment, thereby reducing the complexity and management challenges of cloud computing.

Case study
Beijing UnionRead Information Technology Ltd

Industry
IT

Customer at a glance

HPE Helion Cloud solution
- HPE Helion Hybrid Cloud

Software
- HPE Helion OpenStack Technology
- HPE Helion Development Platform

HPE services
- OpenStack Professional Services
- OpenStack Consulting Services
- OpenStack Technical Services

In carrying out the project, HPE has fully addressed UnionRead's technical requirements as shown in the examples below. The scalable open-source cloud platform architecture improves operational efficiency and system stability, and allows UnionRead to add components when required to suit business development; the HPE Helion security, manageability and reliability fully ensures the continuous operation of UnionRead's cloud platform and reduces the input costs required for the construction and maintenance of a public cloud; building on open-source technology ensures that the problem of 'vendor lock-in' is avoided; the HPE network SDN controller and StoreVirtual Virtual Storage Array are provided as standard features while HPE Helion enables enterprises to flexibly deploy applications and cloud solutions within minutes.

A trial involving UnionRead's hybrid cloud services simplified more than 1,200 manual configuration procedures to a few automated steps that could be completed in hours.

Benefit

Boosting customers' success
For cloud computing to take off in China, the various parties that make up the industry chain need to progress as one. As a cloud service provider, UnionRead hopes to take the lead and promote the cloud ecosystem in China. Through the introduction of world-class technology, a variety of cloud solutions can be provided to domestic users, thereby facilitating the latest cloud technologies and migration to the cloud for these users.

Speaking of the companies' mutual partnership, the HPE China Region Chairman Robert Mao said, "HPE has hundreds of private cloud customers in China. We are committed to establishing strategic relationships with our Chinese partners. The HPE Helion Cloud operated by UnionRead will provide world-class cloud technologies and services in China, helping enterprises and commercial customers collaborate across industries to benefit from the cloud era."

Peng also spoke on the matter, "Building and operating community clouds based on HPE Helion further drives UnionRead's innovation and development in virtual computing and network virtualization. We are looking forward to working with HPE to develop comprehensive cloud solutions in China so that we can better serve our customers in multiple industries."

Customer demand has driven UnionRead's move to cloud services. UnionRead also plans to help more business customers complete their migration projects from conventional IT systems to cloud solutions. As an important part of the cloud ecosystem in China, UnionRead strives to meet the two major demands from customers of different industries: firstly, to meet basic customer needs for cloud services, including storage backup and security and the seamless migration of data and applications as these all form the basis for the existence and development of cloud services. Secondly, to provide personalized services for companies migrating to the cloud, made possible by UnionRead's "profound insight into the local industries and its provision of international service standards."

Now, UnionRead is adapting to suit each industry's characteristics, so as to realize more segmented, more practical and more customized services for business customers.

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