Hewlett Packard Enterprise

Solution:	**Industry:**	**Country:**
Data	IT services	United States

Delivering first-to-market tech at the best price

phoenixNAP
GLOBAL IT SERVICES

"Most of our customers are waiting, sometimes impatiently, for us to have the latest tech so they can take advantage of it. Through our consumption-based, as-a-service model, our customers get access to that latest technology ahead of the curve, without the typical upfront CapEx."

– **Ian McClarty,** President, phoenixNAP

The process of getting new technology can be long and costly, but phoenixNAP's consumption-based model allows customers to try new tech while getting greater value. As the need grew for more high-compute resources, phoenixNAP chose HPE ProLiant servers to deliver in an energy-efficient way. They can now fulfill customer demand for ARM-based architecture, ensuring customers can access the latest and greatest technologies.

Explore digital game changers

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Objectives

- Deliver high-compute resources
- Diversify vendors with an enterprise-grade vendor
- Enable easy management

Requirements

- Superior energy efficiency
- Top-class ARM processors
- Outstanding automation capabilities

Solution

- HPE ProLiant RL300 Gen11 Server
- HPE Alletra Storage
- HPE GreenLake

Outcomes

- Increases efficiency by 2–3x
- Helps expand into the HPE ecosystem with the HPE certification
- Meets customer demand for ARM-based architectures
- Leverages more market-standard data centers for improved capacity and power planning

Additional resources

- **Blog**