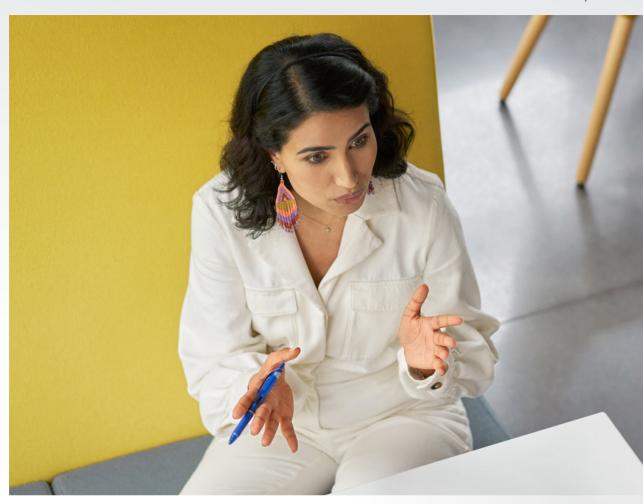# EVOLUTION INTO AN IT SERVICE PROVIDER

enthus is setting the strategic agenda for the future of the entire business with new IT

Digital transformation is what the customers of the IT service provider enthus love so much about the company. And it hasn't forgotten to include itself in this. The migration to a cloud-native infrastructure, flexible payment models and one-size-fits-all operations management brought added value — for both the customers and enthus itself — which is driving the company's own evolution into an IT service provider.

enthus is often viewed as the "new kid in (IT) town". The IT service provider has been officially active under this name since 2023. "New" is relative in this case. This is because enthus is the new brand of the MCL Group, a merger of four established brands: MCL, Vintin, Elanity, and Secadm. With IT roots reaching all the way back to 1990. With over 550 employees at 18 sites across Germany, Austria and Switzerland, supporting around 4,500 customers and generating an annual turnover of over €240 million.

The result is enthus, a fresh, young, modern brand, which has set out to digitalize the mid-size sector in the DACH region from its headquarters in Böblingen, Baden-Württemberg. enthus sees itself as an adviser, guide and expert helper on the journey to the digital age. Or #successmaker for short, as its website says. This was no minor endeavor, as a large part of the "old" enthus had earned a reputation on the market as a classic system house partner or hardware supplier — even though the first managed cloud services had already been introduced onto the market in 2006.
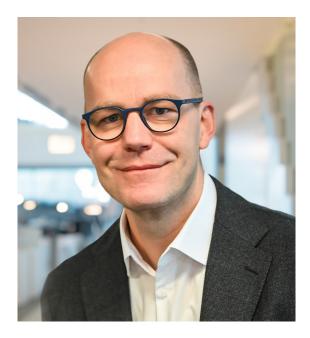
enthus

Vision

To accompany the German mid-size sector on the journey to the digital age as a trusted partner and an adviser, guide and expert helper.

Strategy

To establish its in-house IT infrastructure in a highly scalable and flexible manner, enabling it to satisfy any and all customer desires in future.

Outcomes

— Futureproof cloud-to-edge platform implemented.

— 75% of IT maintenance time saved.

— Evolution into an IT service provider driven forward.

"We want to be a trusted point of contact for all IT challenges in the mid-size sector."

– **Christian Uhl**, CEO of enthus

In its new corporate guise, the company's vision is now that of an IT service provider. "We want to be a trusted point of contact for all IT challenges in the mid-size sector. It was therefore time for us to transform again and set the strategic agenda for the future," explains Christian Uhl, CEO of enthus.

Searching for a modern and reliable solution

This did not just affect the company name and structure, but also its own IT. Firstly, the historic systems of the former group members needed to be consolidated; secondly, at the same time, the customers needed to be given a wider choice of services.

enthus' own cloud and the managed services based on it were the specific focus in this regard, as Christian Uhl explains further: "The German mid-size sector is innovative, but cautious as well. It isn't keen on running mission-critical data on international hyperscales with just any random cloud server. It wants security as well as scalability and flexibility. And this is where we come in with our cloud solution."

Accordingly, great importance was attached to this modernization project. Ultimately, the server center IT represents the backbone of services for many customers who have often used it as a basis for running extremely mission-critical systems. Subsequently, nobody wanted to rely on "IT open heart surgery".

"If you're dealing with the key components in your own business model, you don't have room to experiment. We were looking for a reliable solution, where we know what it can do and what we can get from it. HPE GreenLake was just that," adds Frederik Jung, CTO and Project Manager at enthus.

Complexity gone, time saved

There was one reason why it had to be HPE GreenLake cloud: enthus and Hewlett Packard Enterprise have a long-running partnership. enthus and its predecessor companies were not the only ones making use of components from the American technology leaders. 80 percent of enthus' customers today also relied on them.

The HPE expertise at enthus is just as great — especially in the technologies associated with HPE GreenLake. The state-of-the-art, highly scalable cloud-to-edge platform has checked all the boxes enthus needed to check, with a solution that can grow alongside both the company's and customers' needs, without high capital expenses costs, above all.

The key to the new, standardized service platform lies in both its intelligence and its simplicity, as Frederik Jung continues. With HPE GreenLake Flex Solutions, enthus has received consumption based IT solutions that make use of standardized, tried-and-tested and centrally managed IT modules — in this case, mainly modules for CloudSigma as a basis for the cloud-as-a-service model for enthus customers.

Anyone who talks to Christian Uhl of enthus will soon realize: He lives and breathes IT! His enthusiasm for all the possibilities that technology brings is clear for all to see. His eyes light up when he talks about successful projects. Of great visions for the customers, but also and even more so of great visions for his own company — enthus.

This makes the name of the IT service provider Christian Uhl even more fitting. 'enthus' means nothing more than a shortened form of 'enthusiasm'. And it seems that the name fits. With employees like Christian Uhl, known as 'enthusiasts', who work on the same mission with full commitment: To advise the customer in all IT questions as a trusted partner, in a professional, comprehensive and personally committed manner.

"We were looking for a reliable solution, where we know what it can do and what we can get from it. HPE GreenLake was just that."

– **Frederik Jung**, CTO at enthus

The entire structure is held together by HPE Compute Ops Management. In this way, the entire platform is not only monitored, but managed as well. And this doesn't just apply to enthus, but to the customers who let the service provider handle their IT. Not only can entire infrastructures be monitored transparently and comprehensively from a central point, but updates to existing systems or complete roll-outs of new solutions also occur automatically — from setting up modern workplaces to backup or security matters. Bonus: HPE Compute Ops Management offers the opportunity to agilely generate reports, automatically providing compliance.

Success is palpable. The time required for server maintenance and system updates alone has been reduced by approximately 75% on average. "It doesn't just save resources for us, it also reduces the maintenance window and expenses for our customers. An absolute bonus for our quality of service. And compliance is practically automatic because of it," Frederik Jung continues.

Optimistic for the future

Since the arrival of the new enthus IT, customers have migrated to the new platform step by step — as much as their individual needs allow and/or require. And even if the benefits for customers seem to be obvious, some may still need a lot of convincing. "The migration to the enthus cloud is not a technological issue, it's about business value and security, as I said before," Christian Uhl reports, from going about his daily business. However, once concerns have been cleared up and the many opportunities presented, the migration usually begins quickly.

Although the HPE GreenLake only came into service at enthus a few months ago, Christian Uhl already has a positive report to make. "The open interfaces, easy scalability and flexibility that we got with HPE GreenLake has put us in a position to fulfill any customer desire presented to us in future," explains the enthus CEO, before adding: "The way to becoming an IT service provider has become much shorter."

"The way to becoming a service provider has become much shorter."

– **Christian Uhl**, CEO of enthus

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