

**Objective**

Transform business with greater agility and efficiency to enable growth and competitive advantage in evolving energy marketplace

Approach

Standardize on HPE ProLiant BL460c Server Blades and HPE OneView for infrastructure management as a stable, high-performance, scalable, and efficient infrastructure to run all enterprise applications

IT Matters

- Accelerated rollout of critical new IT initiatives to enhance business productivity
- Reduced run and maintain activity from 90% of IT time to 50%, allowing greater focus on strategic projects
- Enabled 98% virtualization and adoption of private cloud, thanks to tight integration between HPE and VMware

Business Matters

- Improved business productivity tenfold
- Provided employees with greater mobility to serve customers efficiently from anywhere, at any time
- Gained agility to support ongoing business growth more cost-effectively

Mansfield Oil transforms its business with HPE

Innovative fuel supplier boosts productivity with HPE ProLiant Server Blades



Industry-leading fuel supplier Mansfield Oil lacked the reliability and scalability in its old IBM infrastructure to support business growth. Replacing IBM with an HPE blades solution boosted productivity tenfold.

Mansfield Oil Company is a national leader in the North American energy supply, logistics, and services industry. Mansfield is focused on partnering with its clients to provide innovative, technology-based solutions to support their energy supply chain needs. From traditional petroleum products to compressed natural gas (CNG), liquid natural gas (LNG), specialty chemicals, and renewable fuels, Mansfield's expertise spans nearly all channels of transportation fuels and energy services. The company delivers over three and a half billion gallons of petroleum products, ethanol, biodiesel, and diesel exhaust fluid annually to customers—one full tanker truckload every minute of every day.

“With ProLiant Server Blades, we now have the scalability and agility to take the business further, faster than we ever could before.”

— Hercu Rabsatt, Director – Infrastructure & Service Management, Mansfield Oil Company

The company has been growing tremendously in recent years. In fact, in just one year it added more than 100 new employees and now serves more than 3,000 commercial customers, 700 school districts, and many hundreds of cities, counties, states, and provinces across the U.S. and Canada.

Mansfield's success is largely due to its unique collaborative approach in working with customers. For Mansfield, building long-term relationships is at the heart of the company, which means listening to customers and delivering specific solutions to match their individual needs.

To provide tailored end-to-end energy solutions, Mansfield relies on an extensive Microsoft®-based environment. Everything from communications and logistics to real-time tank monitoring, consolidated billing, and equipment maintenance depend on Microsoft applications and the IT infrastructure running them. However, Mansfield's previous IBM servers were suffering frequent outages and could no longer scale to keep up with the company's growth. Moreover, managing the IBM environment became difficult and time-consuming.

Mansfield began replacing its old IBM servers with some Hewlett Packard Enterprise (HPE) rack-mount servers. But it was an unusual circumstance that convinced the company to go all in with HPE.

Hercu Rabsatt, director of Infrastructure & Service Management at Mansfield, tells the story: “We had a critical system failure, but didn't have same-day support from HPE. With a lot of companies we would have been out of luck. But HPE's response was extraordinary. Not only did an HPE tech come right out and replace the parts we needed, he sat with us all through the diagnostics to make sure our business was functioning properly. The fact that HPE went the extra mile for us—especially when they didn't have to—was the key factor in our decision to standardize entirely on HPE servers.”

New levels of performance and stability

After carefully evaluating its workload requirements, growth projections, and budget, Mansfield deployed two HPE BladeSystem c7000 Enclosures populated with 16 ProLiant BL460c Server Blades as the standard infrastructure on which to run the business. Mansfield manages the infrastructure using HPE OneView software and relies on HPE Proactive Care service for rapid expert support to keep its HPE solution running strong.

The ProLiant solution provides optimal price/performance to meet the company's current business demands, with plenty of room to handle future growth. HPE's integration with VMware also made it easy for Mansfield to virtualize 98% of the infrastructure, which helped streamline many new and critical IT projects.

"With ProLiant Server Blades, we now have the scalability and agility to take the business further, faster than we ever could before," says Rabsatt.

Those are more than just words. In one year, Rabsatt and his team rolled out over a dozen technology initiatives that have transformed the business. These included two successful Microsoft Exchange email migrations—a feat few organizations would ever attempt—a company-wide move to Microsoft Lync, Microsoft Office 365 deployment, new data integrations enabled by Microsoft SQL Server, wireless connectivity, and many more. Plus, all of this occurred while moving from an on-premises data center to a colocation-based private cloud.

Rabsatt attributes Mansfield's ability to achieve so much change in so little time to the ProLiant blade infrastructure. "The ProLiant Server Blades brought us performance and stability we didn't have before. We also reduced costs with HPE—the HPE BladeSystem Enclosure saves us from buying things like fibre switches and HBAs because everything is already built in. And the tight integration between HPE, Microsoft, and VMware made it much easier to align all our core systems. HPE catapulted our initiatives in terms of speed to market, which is something we could not have done if we were still on IBM."

Increased business productivity tenfold

Most important, the impact on the business has been profound. With all the new applications and productivity tools enabled by HPE, Mansfield's employees can now work more efficiently and with greater mobility to serve customers anywhere, any time.

"Transforming our infrastructure and bringing all these new tools and capabilities to the business has increased productivity tenfold, if not more," Rabsatt declares. "In fact, the success of this effort really strengthened the relationship between IT and the business. We're no longer considered a keep-the-lights-on kind of organization. IT now works more strategically to plan technology investments that best position the business for the future."

The HPE solution also brought higher levels of productivity to Mansfield's IT organization. HPE OneView provides a single pane of glass for managing the infrastructure as a whole, rather than managing individual servers one by one. Configuration profiles streamline the provisioning process, so newly deployed blades can be up and running in minutes instead of hours like before. And tasks such as firmware updates can be applied universally without disrupting production operations.

"Between the ProLiant Server Blades and OneView, the agility and speed to market we've gained is simply unmatched," says Rabsatt. "Instead of spending 90% of our time on run and maintain activities, that's down to just 50% and dropping. It's freed up much more time for our architects and engineers to focus on projects instead of break/fix. Giving that kind of time and quality of life back to the IT team is invaluable. You can't put a price on that."

Case study

Mansfield Oil
Company

Industry

Fuel Supply and
Management

Customer at a glance

Hardware

- HPE ProLiant BL460c Server Blades
- HPE BladeSystem c7000 Enclosure
- HPE StoreOnce 4900 60TB Backup Base System

Software

- Microsoft Windows Server
- HPE OneView
- VMware vSphere

HPE technology services

- HPE Technology Consulting
- HPE Installation
- HPE Proactive Care service

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Pushed the business light years forward

As Mansfield continues to grow, Rabsatt and his team are looking at additional ways to leverage HPE technology to strengthen IT and enhance the business.

Therefore, he brought in HPE Technology Consulting storage experts to evaluate the company’s infrastructure and find a solution to relieve pressure on tier-1 storage. Based on their recommendations, Mansfield deployed the HPE StoreOnce 4900 60TB Backup Base System with HPE Support Services providing the complete installation and configuration.

“StoreOnce backup will allow us to reclaim a ton of space from our tier-1 storage by allowing us to archive off a lot of older data that’s not referenced very often,” Rabsatt explains. “With deduplication and retention

tags to expire old data when appropriate, we’ll reduce our data center footprint significantly. That, along with reduced power and cooling, should save us \$100,000 per year.”

Farther out on the horizon, Rabsatt sees additional opportunities to gain efficiency by taking advantage of HPE Helion Public Cloud. Instead of running multiple private data centers, HPE Helion will provide Mansfield with the ability to expand as needed with a much more flexible cost structure.

“HPE has enabled us to push the business light years forward in a very short amount of time,” Rabsatt concludes. “No other provider could give us the ability we have today like HPE has. Why would we turn to anyone else as we plan the next phase of our transformation? HPE is always willing to sit down and help Mansfield to choose the right technology solutions to meet our business objectives.”

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