

**Objective**

Reduce complexity and shrink technology footprint at customer sites for easier management and predictable results

Approach

Consolidate offerings on HPE ProLiant MicroServer Gen10 with virtualization to significantly simplify customer deployments

IT Matters

- Achieves 3x average reduction in customer IT footprint
- Reduces management complexity with a single, virtualized platform
- Replaces multiple infrastructure elements with multiple points of failure
- Reclaims IT staff time, giving back 20% of work time for productivity

Business Matters

- Saves 50% over traditional IT solutions
- Enhances business focus, consolidating efforts on one technology ecosystem
- Enables standardization of server and network product lines to customers
- Reduces remote server management software costs by 4x

Logik 7 exceeds SMB expectations with radical simplicity

HPE ProLiant MicroServer Gen10: An ideal choice for performance and productivity



Business in the balance

For just about every need in today's business world, there are about 100 products that claim to solve the problem. The only problem is, there's usually only one solution that uniquely delivers on that promise. It's all about finding that one product that hits the sweet spot.

For Huy Tran, business technology consultant and owner of Logik 7, business is all about finding that perfect balance of performance and affordability for his small and medium-sized business clients in the Richmond, Virginia area. With 15 years of experience in the field, Logik 7 offers its customer base the opportunity to build right-sized infrastructures for a fraction of the cost of traditional IT solutions.

Solutions for SMBs

Tran's average customer has between 10 and 50 users, but some of his larger clients have up to 150. And as far as industry, it's everything from healthcare to manufacturing and retail. It's a broad range of customers with an even broader range of business needs.

"Typically, new customers call us when they're in the middle of scaling up, or when they're approaching some sort of upgrade," Tran relates. "Maybe they're moving into a new facility, and they need some outside expertise. It's why we're here."

“The HPE ProLiant MicroServer Gen10 is a product that really outperforms expectations. We’re always seeing how far we can push it compared to a traditional rack mount server.”

— Huy Tran, Owner and Business Consultant, Logik 7

Another thing most of Tran’s customers have in common is the need for a small technology footprint. “Most of the time, we find our SMB customers have network rooms that typically are not ventilated well, and usually there are a couple servers and switches in there,” Tran says. “These aren’t air conditioned data centers we’re talking about.”

Going with what you know

Like many other businesses of their size, Logik 7’s customers gravitate toward versions of Microsoft’s Small Business Server for its integrated approach to email, printing, web serving, file sharing, and remote access services. The software suite has been a mainstay of small and medium businesses for more than a decade.

As with any software suite, the choice of which hardware to pair it with can be crucial. Though many of his customers initially began their IT journey with some type of rack server, Tran acknowledges it may not be the best fit for the customer’s needs.

“We see a lot of server rooms with a few really loud servers that aren’t working anywhere near their capacity, and using more energy than they’re worth,” Tran relates.

Hitting the sweet spot

For Tran, it’s all about finding that balance for his customers. So when Hewlett Packard Enterprise (HPE) introduced its ProLiant MicroServer series, he took notice. Now on its Gen10 release, the HPE ProLiant MicroServer hits that sweet spot. With an affordable, compact profile, the entry-level server can be placed almost anywhere. Simple access to hard drives, memory, and PCI slots allows easy management, installation, and upgrades.

And the AMD Opteron™ X3000 series processors, which come in either two or four cores, allow for powerful virtualization via Microsoft Hyper-V and VMware that can revolutionize the IT profile of a business. “Now we can come in to those noisy server rooms and take out all those rack mount servers and install this little HPE ProLiant MicroServer

with virtualized applications, and it just simplifies a lot of complexity,” Tran explains. “Not to mention, it reduces their IT footprint by about 75%.”

Because the ProLiant MicroServer also houses its own networking ports, it means switches, interconnects, and the entire environment can be radically simplified.

Reclaiming productivity, spending less

It’s partly because of this simplification that Logik 7 can manage its customers’ environments with considerably reduced effort. “Previously, we spent a lot of time and energy performing maintenance and upgrades for our customers,” Tran recalls. “We had to store documentation of all our customer environments, log into multiple hardware servers, and upgrade them separately.”

Today, with many of his customers migrating to the HPE ProLiant MicroServer Gen10 solution, Logik 7 can log into the server and simply troubleshoot problems by switching VM screens to identify issues. “Now I can manage all the VMs remotely, and save our team a considerable amount of time. We’re finding it gives us about 20% of our time back to our staff,” Tran advises.

And because Tran can now access multiple VMs through a single remote agent, it’s improving his bottom line. “Consolidating and virtualizing the customer IT platform saves us both on upfront costs,” Tran explains. “I’d estimate the overall cost of IT is 50% lower with the HPE MicroServer, and I’m seeing a 4-1 reduction in server management license fees.”

Making the best better

In the future, Tran can also take advantage of an alternative to his Microsoft-based solution should he so choose. HPE is partnering with ClearCenter to deliver a factory-installed version of ClearOS on the HPE MicroServer platform. “From our testing and researching ClearOS, it does look like there’s a lot of value that HPE is offering. The apps in the marketplace seem to have all of the features that we’re looking for when compared to the current the virtualized infrastructure we configure currently,” Tran explains.

One thing, however, that Tran would like to see in a future MicroServer release is the return of the HPE Integrated Lights Out (iLO) remote management tool. “When I received beta units for Gen10, I realized they didn’t have iLO, and it was a disappointment, because it’s been a standard platform for HPE servers for many years,” Tran relates. “Of course, there are other tools available on the market, so if I want to remote in and turn the server on and off or get status updates, there are workarounds.”

Case study
Logik 7

Industry
Service provider

Customer at a glance

Hardware

- HPE ProLiant MicroServer Gen10
- AMD Opteron™ X3000 series processors

Software

- Microsoft® Windows® Server 2016 Essentials

Platform of choice

But for his SMB customers, it's a platform that delivers so many benefits that he stands behind the product. "The HPE ProLiant MicroServer Gen10 is a product that really outperforms expectations. We're always seeing how far we can push it compared to a traditional rack mount server. We know the machine isn't as powerful, but we've been able to run four Microsoft Hyper-V or VMware hypervisors on them for 25 users, and we've been able to run EMR for healthcare clients, and for retail we can do POS, even PBX phone servers. Plus, I'm really rooting for AMD, so this is the platform of choice at Logik 7."

Learn more at
hpe.com/servers/microserver



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