

Etage leverages HyperCloud to provide true private cloud



Etage enables cloud-level IT agility, elasticity and security at drastically lower operational and energy costs.

INDUSTRY

Managed Service Provider

LOCATION

London, UK

URL

<https://etage.co.uk>



Challenges

Etage needed a way to offer True Private Cloud to their customers:

01 Deploy like cloud

Needed a platform that didn't require time-consuming assembly of legacy infrastructure, and allowed customers to deploy workloads through a simple cloud portal or via an API and tools such as Terraform.

02 Scale like cloud

Needed a solution with unlimited scalability and frictionless elasticity that allowed resources to scale up or down instantly as workloads dictated.

03 Manage like cloud

Needed a solution that allowed simple, cloud management. This includes supporting infrastructure-as-code standards and updating the entire system with a single update, instead of updating individual hardware independently.

Solution

HyperCloud by SoftIron – the world's first True Private Cloud that works either fully air-gapped or with any public cloud.

Benefits

SoftIron HyperCloud - a common, secure infrastructure platform that can be robustly scaled on-demand.

✓ Cloud-level IT agility

HyperCloud allows nodes to be added or removed while HyperCloud is running, with workloads and data redistributed automatically. Furthermore, workloads are deployed quickly through a simple cloud portal or via APIs with infrastructure-as-code tools like Terraform.

✓ Cloud-level elasticity

HyperCloud provides independent scaling of storage, compute, and networking resources. It offers unlimited elasticity and scale without arbitrary restrictions, and ensures smooth scaling without preset resource levels.

✓ Enhanced security

HyperCloud's unique stateless architecture strengthens data security and recovery. The stateless nature of HyperCloud nodes makes it easy to protect the system from modifications or attacks by simply reverting clusters to a safe state. The compromised nodes can be recovered with a simple bounce and reboot.

✓ Reduced operation costs

HyperCloud's agile cloud management reduces IT time spent running the cloud. Further cost savings are due to reduced power usage.

✓ Enhanced sustainability

HyperCloud consumes a fraction of the power of comparable solutions and helps its customers reduce their space and energy footprint.

Story

Based in London, Coventry, and Northampton in the UK, Etage helps clients with strategy and implementation of technology that helps transform their enterprise. Etage focuses on:

- **Platforms.** They focus on data center infrastructure and private cloud, and offer their own public cloud for their customers.
- **Support.** Etage offers a flexible service portal to enable clients to support any environment simply and efficiently. Services ranging from infrastructure support, managed services, break-fix, or contract management – all delivered through their interactive portal, EtageONE, on a 24x7 basis.
- **Strategy & execution.** Etage leverages its extensive industry experience to help clients create the best strategy to transform the enterprise. They can then assist with all implementation aspects to ensure a successful outcome.

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HyperCloud has truly revolutionized how we deliver cloud services here at Etage. It is a true private cloud.

ROBERT HOUGH | CHIEF EXECUTIVE OFFICER AT ETAGE

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Etage found that private cloud was crucial in today's dynamic enterprise world. "Our clients have embraced public cloud, but not every workload can move to the cloud," says Rob Hough, CEO of Etage. "Whether for security reasons, massive amounts of data, or even cost, nearly all of our clients have at least some workloads that must remain on-premises."

Dozens of legacy infrastructure vendors claim to provide private cloud solutions, but Etage found these solutions fell short. "While there is a strong need for solutions from legacy vendors such as HPE Greenlake and Dell Apex, these solutions are not true private cloud," says Hough. "They lack the elasticity, scalability, and true simple management of true private cloud. These "Cloud Washed" solutions simply didn't meet our needs."

Solution

"What Etage was looking for is what most enterprises are looking for," says Phil Crocker, CRO of SoftIron. "They were looking for a ready-to-run, True Private Cloud. HyperCloud checked all their boxes."

HyperCloud, by SoftIron, is a True Private Cloud that deploys, scales, manages, and operates like the public cloud IT loves using. Etage found HyperCloud was everything they were looking for.

"HyperCloud has truly revolutionized how we deliver cloud services here at Etage," says Hough. "It is a True Private Cloud."

Deploys like cloud

"SoftIron told us it would take half a rack and half a day to get HyperCloud up and running," said Hough. "Our guys beat that, getting it up in about 3 hours."

As SoftIron builds every part of the HyperCloud infrastructure, down to the motherboards, customers just unbox the nodes, rack them, and turn them on. HyperCloud instantly finds every node, and voila – instant private cloud. There is no time-consuming, tedious composition as with other so-called private cloud solutions.

Scales like cloud

"HyperCloud makes elasticity and scalability simple," says Hough. "It is truly stateless, so we can add nodes while HyperCloud is running, and it redistributes any workloads or data as needed."

HyperCloud offers independent scaling, meaning enterprises can independently scale storage, compute, and networking resources. Furthermore, HyperCloud offers unlimited scale; it is not subject to arbitrary limits. And finally, HyperCloud scales smoothly; there are no pre-determined levels for resources.

Manages like cloud

"Enterprises manage cloud very differently than legacy infrastructure," says Hough. "They can deploy workloads, containers, etc., from a simple portal. Or they can use an infrastructure-as-code solution like Terraform. HyperCloud supports all those options out of the box."

HyperCloud also supplies a marketplace, where preconfigured workloads, containers, and virtual appliances can be staged for easy deployment.

HyperCloud powers Etage's own cloud offering

"Etage found HyperCloud was so powerful, we decided to create our own Etage public cloud," says Hough. "HyperCloud allows us to provide a modern cloud to our customers to run their cloud-based workloads."

Crucial to this was HyperCloud's true multi-tenancy and its show-back and bill-back facilities.

Sustainability

Etage found that due to HyperCloud's radical practice of building every aspect of the infrastructure, they experienced substantial sustainability savings.

"HyperCloud consumes just 20% of the power of comparable solutions," says Hough. "That comes from the elegance and efficiency of design SoftIron achieved by building the entire product from a clean sheet."

Solution overview



HyperCloud allows Etage customers to run workloads in colo facilities



HyperCloud powers Etage's own public cloud, with full multi-tenancy, show back, and bill back



80% less power consumption

Benefits

HyperCloud allows Etage to offer their customers the choice between a high-functioning, cost-effective public cloud or a True Private Cloud, which deploys, scales, and manages just like public cloud.

The net result is increased IT agility, security, reliability, and dramatically lower costs.



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