

# HP provides VeriCenter with instant server capacity for rapid customer deployment



“VeriCenter Inc. delivers on-demand infrastructure and managed services. Typically, this requires immediate server capacity, but often the customer can’t generate a purchase order for several weeks. With the HP Instant Capacity (iCAP) for ProLiant Servers program, we can support the customer immediately and start adding to our own revenue stream just as quickly.” – Dave Colesante, CTO and Senior Vice President of Engineering

VeriCenter provides selective sourcing services for organizations with better things to do with their time and money than manage servers and data storage. This value proposition has earned the Houston-based company a growing list of customers nationwide that want their computing infrastructure and data protected from everything from viruses to hurricanes.

Supported by world-class data centers in six cities, VeriCenter-managed services include security support, data assurance, server administration, network management, servers and various storage solutions. VeriCenter’s IT solutions include disaster recovery, enterprise hosting, messaging and collaboration, and colocation.

VeriCenter’s success depends on its ability to support its customers 24x7. That requires ultra reliable technology in its data centers and the ability to add server capacity almost



**VERICENTER**<sup>®</sup>

instantly. It also requires the ability to diagnose and remedy customers’ data center vulnerabilities.

“In 2005, the threats from hurricanes caused many companies to reassess the preparedness of their data centers,” says Dave Colesante, chief technology officer and senior vice president of engineering. “However, our experience tells us that the real threats to most data centers aren’t natural disasters but single points of failure.”

#### **Smart technology, instantly**

To help protect its customers from those single points of failure, VeriCenter works through a systems continuity strategy, reviewing customers’ backup plans and computing infrastructure.

HP ProLiant servers are the backbone of VeriCenter data centers and many of the solutions it recommends and provides to customers.

“We have more than 2,000 ProLiant servers in our data centers,” Colesante says. “The ProLiant DL380 and DL360 models have been the workhorse servers for VeriCenter since the days when we were a hosting company exclusively.” Recently, VeriCenter began adding ProLiant DL585 servers to its mix, gaining the advantages of the AMD Opteron processor.

#### **HP Instant Capacity for ProLiant Servers**

Just as important as the reliability of ProLiant technology is the ability to add more of it – quickly. With HP’s Instant Capacity (iCAP) for ProLiant Servers program, VeriCenter can do just that.

“The HP iCAP program allows us to keep a 30 to 60-day supply of ProLiant servers in inventory but not pay for them until we put them into production, either for ourselves or for one of our customers,” Colesante says.



## Challenge

- Provide leading-edge managed services that provide business continuity for customers

## Solution

- HP ProLiant DL380/385, DL360 and DL580/585 servers
- HP Compaq nc6120 Notebook PCs
- HP Compaq Business Desktop PCs
- HP Instant Capacity for ProLiant Servers program for immediate server activation and deployment
- HP Systems Insight Manager
- HP Integrated Lights-Out (iLO) Advanced Pack
- HP MSA Storage Arrays

## Results

- Solid and secure data centers
- Ability to focus on business operations and services expansion, not hardware
- Rapid server capacity expansion, improving customer service and VeriCenter revenue

## At a glance

- **Organization:** VeriCenter Inc.
- **Founded:** 1999
- **Headquarters:** Houston, Texas
- **Employees:** 250+
- **Telephone:** 281.584.4500
- **URL:** [www.vericenter.com](http://www.vericenter.com)
- **Primary business:** Managed services and IT infrastructure

"We work with midsize to large companies that may need server capacity within days but can't generate a purchase order for several weeks," Colesante explains. "With the HP iCAP program, we can support the customer immediately and start adding to our own revenue stream just as quickly."

Automation adds to iCAP's appeal, Colesante says. When servers in VeriCenter's inventory are activated, a corresponding number of replacement servers are automatically shipped by HP.

While VeriCenter relies on the iCAP program for traditional ProLiant servers, the program also applies to blade servers. iCAP even accommodates those customers that want to put in place a ProLiant blade infrastructure (blade enclosure, power enclosure, networking, etc.) but don't know how many blades they'll need. In that case, HP bills the customer nothing for the infrastructure but adds a percentage of the infrastructure cost with each blade activation.

Increasing the effectiveness of its ProLiant servers is the Integrated Lights-Out (iLO) Advanced Pack software that VeriCenter purchases for each unit. "iLO is an essential part of our infrastructure management," Colesante explains, "and equips us to remotely control system resources in our eight data centers."

### Why HP

"VeriCenter was recently recognized by *Inc. 500* magazine as one of America's fastest-growing privately held companies," Colesante says. "We rely heavily on HP to support this tremendous growth and our distributed, high-availability data center network."

"The iCAP program is just one example of the smart thinking we get from HP," Colesante continues. "We're in constant communication, and once a quarter we review with HP what we're hearing from our customers. Based on the actions they take, it's clear that we're being heard."

For more information on how working with HP can benefit you, contact your local HP service representative, or visit us through the Internet at our world web address: <http://www.hp.com>

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