

Imagine ICT 

# Imagine ICT successfully switches to the cloud

## HPE Hyper Converged 250, HPE Switch 5700 and HPE Financial Services lays foundation

### Objective

To deploy state-of-the-art technology to transform the ICT services revenue model from one-off orders to price per month and utilise the latest hardware to help retain the competitive position on the market

### Approach

Look for hardware and software that migrate ICT services to the cloud, meet the highest requirements, are constantly up to date and clearly offer financial benefits

### IT Matters

- To create an infrastructure that can cope with the massive growth in demand from clients for cloud computing and storage, without an increase in management costs
- To ensure a robust and scalable cloud-based infrastructure that would be feasible for one company on its own

### Business Matters

- Move from the hourly-rate model to one whereby clients pay per month instead
- Guarantee a premium service is provided during a period of rapid client growth, without increasing the number of employees



## Challenge

### Quick and easy access

Ron Stevens started Imagine ICT seven years ago in Bladel, a small town near Eindhoven, in the North Brabant province of the Netherlands. His company now employs ten people, occasionally supported by freelance suppliers. Before setting up his own business, Stevens worked for various internet service providers and ICT companies.

Seven years ago, it was clear to Stevens that a great deal of ICT services should be migrated to the cloud. Imagine ICT's clients – businesses and organisations with between five and around 150 workstations – are scattered in and around the Brabant region. These companies are too small to maintain an in-house IT department, but they still need to have quick and easy access to data and close mutual communications with their own customers.

### Business operations under control

Stevens and his staff slowly but surely discovered that their clients were becoming more and more open to the idea of outsourcing all of their IT services – mobile, online and VoIP – as a package to a specialist IT services provider. He accepted that, to help companies make the switch, cloud services could be charged per month instead of having to make a large one-off investment in hardware and software. “No more stress with outdated servers, no worries about licences expiring, and no need to have an in-house IT department that is either rushed off its feet or completely dead. Instead, business operations are completely under control,” says Stevens.

## Customer at a glance

### Hardware

- HPE Hyper Converged 250
- HPE 5700 Switch

### HPE services

- HPE Financial Services
- 24/7 support for five years

## Solution

### Attractive model

Stevens spent time searching for a solution that would fit his company and his clients like a glove. Stevens explains, "At a Hewlett Packard Enterprise (HPE) seminar on finance, all the pieces of the puzzle fell into place. A financially-attractive model that no longer requires us to make vast investments in advance. We pay per month and we only pay for the data that we actually use."

Of course, the hardware and software must meet the most stringent requirements. "We opted for the HPE Hyper Converged 250 solution, together with the HPE 5700 Switch, supported by HPE Financial Services. As a compact company, we can draw on this solution to provide our clients with services on a platform that would otherwise have been far beyond their reach in terms of speed and reliability. Another major benefit is that we can start off rather modestly and then expand without any trouble."

### More capacity in a flash

In addition to speed and reliability, another massive bonus for Imagine ICT is the scalability. This came to light in a case where the hardware required for an IT project at a school was seriously underestimated.

Stevens says, "When it came to delivery, it turned out we were three servers short. A quick email to the Imagine ICT help desk and additional computing and storage capacity was provided within the hour, so the project had ample opportunity to continue running to schedule. We could never have done that without the HPE Hyper Converged 250."

## Benefit

### Cash flow

However devoted Stevens is to technology, the most significant benefit for him as a businessman is working with a price per month, whereby he only pays for the computing and storage capacity that he actually uses. "We looked at an array of models to manage our IT in the best way possible," explains Stevens. "This was by far the most attractive solution."

Clients who use the cloud services that Imagine ICT provides are just as enthusiastic about them as Ron Stevens is. He has received outstanding feedback on the speed at which his clients can now work and how their systems are virtually uninterrupted. They no longer need to worry about investing in equipment, software or licences, leaving them to focus on their own customers.

### Doing more with fewer people

Stevens continues, "Maintaining our infrastructure has also become a lot easier. We now work in a standardised environment, not in ten different ones any more. This means a smaller group of people can serve a larger group of clients. We can expand our services without needing to take on extra people."

Imagine ICT has seen the need for data storage and quick processing grow massively. "The number of clients switching to the cloud is impressive. These companies can now make greater use of our services, which is driving even further growth in traffic. By choosing solutions from HPE, we have not just overhauled our business model. We now have ICT infrastructure for the future that can propel our clients forwards for years to come," says Stevens.

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