

National Music Chain Rocks New Infrastructure with HPE GreenLake

Industry

Retail

Solution

HPE GreenLake

Results

Predictable costs, improved time to market, consistent and strong tech support, substantial cost savings, and more.

Challenge

Outdated hardware requiring significant internal resources to manage. Aging infrastructure was inefficient at handling critical commercial workloads.

Overview

As one of the largest music retailers in the US, this musical instrument store provides countless music lovers, professionals and aficionados with studio gear, guitars, drums, basses, keyboards, amps, and everything they need.

Technology plays a key part in its success, but the company's aging infrastructure was approaching the end of its support life, creating a host of problems. Soon-to-be obsolete systems forced the IT team to invest more and more time in dealing with infrastructure, while business-critical workloads — like the company's Point-of-Sale (PoS) systems and eCommerce platform — had started to become inefficient and cumbersome.

With its out-of-date IT infrastructure playing off-key, the well-known music store needed a hardware revamp.

The company's IT team began investigating both cloud and on-premises solutions for these hardware challenges with the goal of minimizing business-critical application downtime and achieving cloud-based agility. At the same time, management expected new technology investments to improve cash flow and better balance operational and capital expenditures.

About ePlus



A trusted advisor to its customers, ePlus acts as a hands-on extension of their IT teams, a trainer, a staffing partner, and a proactive managed service provider. Committed to driving positive business outcomes through technology, ePlus brings 30+ years of technology expertise to bear for its customers.

Solution

The company turned to ePlus to aid in its journey to modernization, based on its vast experience with multiple data center technologies, across different compute, storage, and networking projects. The firm had already proven its value as the solution integrator for its previous data center infrastructure.

Alongside the IT team, ePlus conducted a solutions comparison — drawing on its decades of expertise — that assessed and evaluated the company's existing storage installed base, support contracts and lifecycle dates, and incorporated its business and technology roadmaps. Ultimately, multiple HPE Nimble Storage solutions (AF40 and AF60) were recommended to cost-effectively fit the company's requirements.



The music instrument retailer chose an Infrastructure-as-a-Service approach through an HPE GreenLake for Storage solution. Storage hardware was installed across two physical locations in different states, providing it with a cloud-like experience and agility. A consumption-based model, with HPE GreenLake, the company pays only for what it uses and has capacity on demand.

Enhanced support through ePlus and HPE includes capacity planning, inventory management, incident reporting and activity, training and development activities, operational & technical assistance, elevated call handling, and a four-hour parts exchange — as well as a dedicated account team to facilitate day-to-day operations.

Results

The company's new HPE GreenLake data center solution has given it predictable pricing over its four-year contract, helping to meet management's cash flow expectations. It has moved IT resource procurement to an OPEX model freeing up capital for other investments. In just the first day of operation using HPE GreenLake the company realized a cost savings of more than **\$600,000**.

Because HPE GreenLake provides the company with the ability to scale resources up (or down) instantly when needed, the IT team has also been able to improve the time to market of critical applications. All flash technology, the company's new modern storage infrastructure provides it with a **guaranteed six-nines of availability** and offers improved performance.

The services-based approach gives the IT team consistent access to support from HPE and ePlus, so the company gets the most from its new technology investment.

With their out-of-date hardware woes behind them, this music retailer is singing a new tune thanks to the trusted expertise of **ePlus** and the cost savings, flexibility, agility, scalability, simplified architecture, and support of **HPE GreenLake**.



99.9999%

Availability
Guaranteed



\$603K

Free Cashflow
on Day 1



100%

Enhanced
IT Support