



Virtual private data center for SAP HANA in the cloud

Cloud4com launches infrastructure as a service for business-critical applications based on Cisco UCS®.

“We’re providing excellent performance for SAP HANA in the cloud at a very competitive price.”

- Tomáš Novák, CTO, Cloud4com

When running high-performance analytics platforms in the cloud, architecture matters. Service providers need flexibility, scalability, and fast provisioning.

Challenges

- Help customers run business analytics in the cloud
- Meet strict SLAs for uptime and performance
- Scale cost-effectively to expand into new markets

Cloud4com provides virtual data center services to more than 100 enterprise customers in central and eastern Europe. By offering top-quality, highly available infrastructure as a service (IaaS), Cloud4com helps customers confidently run business-critical applications, such as SAP, in the cloud. As more customers adopt SAP HANA for real-time analysis of big data, Cloud4com wanted to give them high performance. The company saw an opportunity to create an IaaS offering specifically for the SAP HANA in-memory platform.

“As our customers move to SAP HANA, we want to retain their business,” says Jaroslav Hulej, sales director. “We also want to attract new customers that are considering deploying SAP HANA in the cloud.”

Cloud4com wanted to use the same computing, network, and storage architecture that it used for its standard IaaS, but offer virtual machines with more memory to increase performance for SAP HANA.

Case Study | Cloud4com

Cisco Partners: Cloud Services

Location: Prague, Czech Republic

Industry: Cloud Service Provider



“We saw a number of advantages to basing our SAP HANA cloud hosting on Cisco Unified Computing System,” says Tomáš Novák, chief technical officer (CTO), Cloud4com. “We can meet performance requirements while easily integrating with VMware and our Cisco® network.”

Standardize on Cisco technology as a common architecture to support all cloud services, including IaaS for SAP HANA.

Solutions

- Use Cisco UCS servers with service profiles to speed provisioning
- Become a Cisco Master Cloud Builder and managed services partner

High performance for real-time analytics

Cloud4com offers service-level agreements based on availability and performance metrics, and works with customers to make sure they are getting the most business value from big data analytics. One customer - an online grocer - has transformed its order processing and accelerated shipping.

“With Cisco UCS, we can meet our customers’ exact infrastructure requirements for SAP HANA,” says Novák. “And we can give it to them in minutes.”

A selling point for customers

Cisco UCS servers are certified for SAP HANA, and Cloud4com is certified as a Cisco Master Service Provider. The combination gives customers confidence.



“Our customers are interested in the technology that we use,” says Hulej. “Cisco UCS is one of the most advanced platforms on the market today, enabling a high degree of scalability and simplified management. These are the precise attributes that our customers demand.”

Complete service mobility

Cisco UCS service profiles enable us to support far more customers than would otherwise be possible, while maintaining a smaller, more efficient IT staff. In addition, as a service provider, Cloud4com often needs to move workloads from one server to another. Cisco makes it fast and easy.

“We can move a service to another blade server in minutes using service profiles,” says Novák. “On another platform, it would take hours. With Cisco UCS, it’s easy to provision servers for SAP HANA or any other service.”

Supporting new cloud services

As its customers’ requirements grow and change in response to trends such as big data and the Internet of Things, Cloud4com can offer new solutions.





“Right now we have two Cisco Master certified services: our standard IaaS, and IaaS for SAP HANA,” says Hulej. “We have the agility and scalability to add more - and none of our processes needs to change.”

Results

- Meets vendor and customer requirements for SAP HANA
- Empowers customers to move analytics to the cloud
- Enables service mobility in minutes

Partnering for growth

Having proven its business model in the Czech Republic, Cloud4com is using its partnerships, including the Cisco Channel Partner Program, to expand into new markets such as Germany. “We work closely with Cisco on marketing activities,” says Hulej. “It’s a very valuable partnership.”

Products & Services

<p>Unified Computing</p> <ul style="list-style-type: none"> • Cisco UCS B200 M3 Blade Server • Cisco UCS 5100 Series Blade Server Chassis • Cisco UCS 6200 Series Fabric Interconnects • Cisco UCS Manager <p>Routing and Switching</p> <ul style="list-style-type: none"> • Cisco Nexus® 9200, 5600, and 5500 Series Switches • Cisco MDS 9000 Series Multilayer SAN Switches • Cisco ASR 9000 Series Aggregation Services Routers • Cisco Cloud Services Router 1000V Series 	<p>Virtualization</p> <ul style="list-style-type: none"> • VMware ESXi <p>Operating Systems</p> <ul style="list-style-type: none"> • SUSE Linux Enterprise, Windows Server <p>Database</p> <ul style="list-style-type: none"> • SAP HANA <p>SAP Applications</p> <ul style="list-style-type: none"> • SAP Business Suite on HANA <p>Storage</p> <ul style="list-style-type: none"> • Hitachi (SAN), NetApp (NAS) <p>Services</p> <ul style="list-style-type: none"> • Cisco SMARTnet™ Services
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