

Internet Service Provider Delivers Affordable Energy Management for Small Business

Partner Case Study



Planet Hippo partners with Cisco to provide easily deployable energy management as a service on an ecommerce basis.

EXECUTIVE SUMMARY

Planet Hippo

- ISP and Domain Registrar
- Oswestry, Shropshire, United Kingdom
- 10 - 50 employees

Business Challenge

- Deliver easily deployable energy management as a service to organizations of every size
- Differentiate Planet Hippo in the highly competitive ISP market
- Increase stickiness with customer base by providing additional value that other providers are unable to deliver

Partner Solution

- Cisco Energy Management as a Service

Business Results

- Energy Management as a Service creates an entry point into the untapped SMB market

Business Challenge

Planet Hippo, a leader in the cloud hosting market, started in 2005 as a web-hosting service and focuses on the delivery of self-service ecommerce products to organizations of every size. With a commitment to customer service and the provision of premium services at a lower price point, Planet Hippo's offerings have expanded to include:

- Domain registry
- Email hosting
- Virtual dedicated servers
- Cloud hosting
- Broadband
- Fully hosted website designer
- Reseller hosting

Partnering with Planet Hippo to add Energy Management as a Service to its catalogue of ecommerce solutions is a first for Cisco. It provides access to a far wider market for the Energy Management solution, which was previously accessible to large enterprises only.

Energy cost is typically the second largest expense in any organization and the single largest unmanaged expense, second only to employee costs. IT plug load accounts for between 25 and 40 percent of that energy cost. While the costs, and thereby savings, are lower in smaller organizations, they still represent a significant factor in terms of percentage.

Planet Hippo's solution is different from anything else on the market. Powered by Cisco® Energy Management as a Service, customers can achieve cost, carbon, and energy savings very quickly. By purchasing the solution through the Planet Hippo



ecommerce model, customers can start securing these savings in hours, rather than days or weeks, with very little initial cost.

Cisco Energy Management as a Service is vendor-agnostic, allowing customers to manage devices of any age, from any vendor, without requiring the deployment of any Cisco equipment.

Partner Solution

Cisco Energy Management as a Service helps customers to see, measure, and manage the energy use of every IP connected system on their network, regardless of vendor, across distributed office and data center environments. It can enable customers to reduce costs, energy, and carbon emissions across their distributed office by up to 35 percent and gain 100 percent visibility into the energy use of every connected network device.

Cisco Energy Management as a Service eliminated the need for capital expenditures for servers and other equipment, as well as the operational costs associated with on-premises software deployments. This effectively removes the financial barriers of IT energy management that have been a difficult challenge for small and mid-sized businesses to overcome.

Cisco Energy Management agentless technology can enable full deployment across an entire IT network in just hours, allowing customers to realize energy savings from day one. In fact, many customers achieve full return on investment (ROI) in less than 90 days.

“Cisco Energy Management controls power access, allowing IT infrastructure to operate at maximum efficiency and save money. It includes full asset inventory and visibility of power and consumption to maintain efficiency gains.”

Darren Lavender
Managing Director
Planet Hippo

Highly scalable, Cisco Energy Management as a Service empowers Planet Hippo to offer the solution to businesses with as few as five and as many as tens of thousands of business users, with the same level of high-quality support for all its customers.

Business Results

In partnership with Cisco, Planet Hippo is taking a new approach to a market that is traditionally difficult to reach with a high-touch sales model. It can enable more organizations to reap the rewards from good information and communications technology (ICT) energy management practices and make significant savings in costs, energy, and carbon.

Planet Hippo's customer base has embraced Cisco Energy Management as a Service because the solution addresses so many of its customers' energy concerns. Examples include:

- Low up front costs
- No software to install
- Ease of deployment

- Automated device discovery and inventory
- Precise and accurate reporting capabilities
- Delivery of energy management in a way that does not inconvenience or negatively impact existing infrastructure or users
- Asset management – the ability to see what assets are in place, how and when they’re being used, and their location
- Policy implementation that works well with normal business operations
- A centralized, easy-to-use, and customised dashboard to track key metrics

For More Information

To learn more about Cisco Energy Management Suite, go to:

- [Cisco Energy Management Suite Integrator ATP Program](#)
- [Cisco Energy Management Suite Provider ATP Program](#)

To find out more about the Cisco partner ecosystem, go to www.cisco.com/go/partnerecosystem.



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