Transforming business with customer-focused IT solutions

Hutchinson Networks delivers high-end, automated cloud solutions and network services built on Cisco® next-generation data center solutions.

> "Cisco ACI is built for automation, giving our services the speed and cost-efficiency that our customers expect."
>
> *– Stephen Hampton, CTO, Hutchinson Networks*

Customers want the flexibility of the cloud, but with the advanced network features they have grown accustomed to. Fabrix from Hutchinson Networks delivers both and exemplifies the future of IT.

Challenges	
	• Diversify business and build annuity-based revenue streams
	• Build secure, cost-efficient, and automated cloud environments
	• Deliver advanced network services over the cloud

For years, Hutchinson Networks has built its name delivering robust and secure traditional networks that help customers achieve their business goals, improve operational efficiencies, and strengthen their market positions. As more customers look to the cloud, Hutchinson Networks chartered a new strategy to diversify its business and expand to cloud services by using the power of software-defined networking (SDN).

"We see companies moving towards cloud connections and simple campus networks, which limits our ability to continue growing through consulting services," says Stephen Hampton, chief technical officer (CTO) of Hutchinson

Case Study | Hutchinson Networks

Size: 51 Employees	Location: Edinburgh, United Kingdom	Industry: IT Network Services Provider

Networks. "We decided to turn this problem into an opportunity. We could use our deep networking expertise to deliver cloud hosting with advanced network services normally not seen in the cloud."

A new entrant to the cloud market, Hutchinson had an opportunity to build its cloud infrastructure from the ground up. Cisco's innovative SDN technology and data center solutions provided Hutchinson with a cost-effective platform for Fabrix, a new service that empowers users to provision automated virtual environments tailored to the specific needs of their organizations, scaling up and down whenever they want.
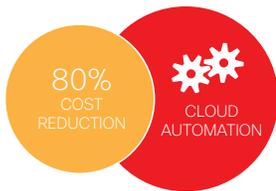
Hutchinson Networks supports customers with Fabrix, a new cloud infrastructure service built on Cisco technology.

Solutions	· Achieved fully-automated cloud environment based on the Cisco SDN architecture, Cisco Application Centric Infrastructure (ACI) · Built new, secure cloud foundation on Cisco Unified Computing System™ (Cisco UCS®) technology and Cisco Nexus® switches for scalability, flexibility, and performance

Fully automated cloud

"Many companies have managed data center services that they call a cloud, but the way we see it, a true cloud infrastructure should be completely automated," says Hampton. "Cisco ACI and the Cisco Nexus 9000 Series Switches are built from the ground up for automation in a way that traditional platforms aren't. The result is automation that is relatively easy to implement for Fabrix."

80% COST REDUCTION   **CLOUD AUTOMATION**

Easier automation leads to easier orchestration. Cisco UCS Director is preconfigured with orchestration workflows that are integrated with the Cisco Application Policy Infrastructure Controller (APIC) to deliver unified deployment and provisioning across the entire environment, including Cisco ACI ecosystem partners, such as F5 for application delivery and Nimble for storage.

Hybrid connections

Many customers can't get all of their environments into the cloud. They might be using middleware, proprietary hardware, or simply need dedicated servers. Cisco ACI brings SDN to bare-metal connections and allows Hutchinson Networks' Fabrix to provide these customers with an option for cloud that they would not otherwise have.

A market enabler

Building a new cloud infrastructure for Fabrix from scratch using traditional data center equipment is extremely costly. Cisco ACI enabled Hutchinson Networks to create the advanced infrastructure that they were looking for at a fraction of the cost.

"I've built similar environments in the past, and budgets were five times higher," says Hampton. "The cost would have been prohibitive from entering the market if it weren't for Cisco ACI. While we designed and built the infrastructure ourselves, the training support and documentation provided by Cisco Services helped us jumpstart deployment."

Growing business

Just as Fabrix helps customers expand and grow their business, Cisco ACI helps Hutchinson Networks grow its business with new annuity-based revenue streams.

Flexibility and scalability

Cisco UCS B-Series Blade Servers add scalability and simplicity to the cloud infrastructure. While customers once struggled to balance investment and performance in their data centers, with Hutchinson Networks' scalable cloud, customers can expand or contract capacity on demand to meet their needs.

Results	• Achieved a true cloud service with complete automation • Supported both virtual and bare-metal appliances on a single platform • Deployed new cloud infrastructure for 80 percent lower costs

Looking to future innovations

After Fabrix officially goes live, Hutchinson Networks plans to focus on expanding its product catalog, including a variety of cloud offers such as disaster recovery and global server load balancing.

"I truly believe that we have built a platform that we can host anything on," says Hampton. "Cisco ACI gives us maximum flexibility, while the Cisco infrastructure allows us to scale as much as we need. We can concentrate on expanding our service offerings and developing the complex network services that our customers need."

Products & Services

Data Center
- Cisco Application Centric Infrastructure (ACI)
- Cisco UCS B-Series Blade Servers
- Cisco UCS C-Series Rack Servers

Routing and Switching
- Cisco Nexus 9000 Series Switches

Network Management
- Cisco Application Policy Infrastructure Controller (APIC)
- Cisco UCS Director

Security
- Cisco Adaptive Security Virtual Appliance (ASAv)

Storage
- Nimble

Virtualization
- VMware
- Microsoft Hyper-V

Services
- Training Support
- Documentation

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