

Analytics Firm Offers Cloud Services Through New Data Center

Hulbee AG relies on Cisco EnergyWise Suite to optimize performance at scale across Cisco Unified Computing System.

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– Andreas Wiebe, CEO, Hulbee AG

A major innovator in search-engine analytics, Hulbee delivers products and services to help businesses organize, archive, and analyze valuable information from a wide range of sources on demand. Many companies rely on these solutions to address the mounting challenges around big data, gaining competitive advantage by harnessing the power of both structured and unstructured information across the enterprise.

Challenges

- Reduce high energy costs associated with colocation
- Build new data center based on scalable, sustainable technologies
- Deliver cloud services on unified, easy-to-manage platform

Prior to engaging with Cisco, Hulbee hosted all of its customer-facing services through a colocation center in Germany. “When you rent space in a data center alongside other companies, it’s not always the most efficient or scalable approach to managing resources,” says Robert Nilsson, operations director at BORN Green Technologies, a Cisco partner. “Energy can become a major cost factor. So when Hulbee decided to include cloud computing within its service portfolio, the company recognized that its legacy platform was insufficient to meet its long-term needs.”

Nilsson’s team worked with Hulbee to demonstrate that by building a new data center based on sustainable technologies, the company could save significantly on operating costs while expanding its service offerings on a single, unified platform. “We began to see the value of making a significant investment in our own infrastructure,” says Andreas Wiebe, CEO at Hulbee. “BORN Green demonstrated that with the right combination of hardware, software, and services, we could have a solid foundation for current and future growth.”

Case Study | Hulbee AG

Size: 55 employees | Location: Egnach, Switzerland | Industry: Software



Hulbee worked closely with BORN Green to choose a solution that would meet the company's requirements.

Solutions

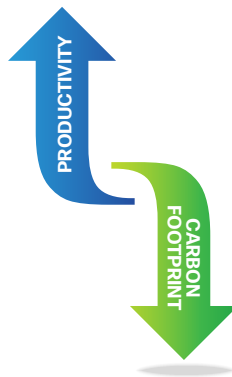
- Cisco Unified Computing System (UCS) enables orchestration of multiple services through single interface
- Cisco EnergyWise Suite monitors energy consumption to help drive down operating costs
- Cisco partner BORN Green Technologies plays critical role in finding right-size solution for long-term success

After reviewing the options available on the market, Hulbee chose the Cisco® Unified Computing System™ (Cisco UCS®) solution for its unique combination of performance, efficiency, and manageability. "With Cisco, we don't need to build a separate silo for each of our services," says Wiebe. "We can offer everything on just one platform, regardless of form factor, and orchestrate our offerings through a single interface with the Cisco UCS Manager."

Hulbee worked closely with BORN Green to choose a solution that would meet the company's requirements. The result is a fully redundant, high-performance environment built on a unified fabric for maximum flexibility, with adaptive security appliances to help ensure total protection for customers who rely on Hulbee's networking capabilities. "Using cloud-enabled hardware and software, we were able to create a simplified version of a traditional L3 network architecture," says Nilsson. "For example, the Cisco Catalyst Virtual Switching System pools all Catalyst switches into a single virtual switch, which is not only more efficient from an operational standpoint but more scalable in terms of performance."

Cisco EnergyWise® Suite plays a particularly important role in the optimization of Hulbee's new data center for a more sustainable approach to network management. With this combination of software and services, the company is able to monitor the energy used by all connected devices across its distributed environment. Hulbee gains additional value from Cisco Smart Call Home, an embedded support feature that minimizes downtime with proactive, real-time alerts.

Throughout this implementation, BORN Green Technologies played a critical role in guiding Hulbee toward the best possible decisions for its unique environment. "We've worked closely with Andreas and his team since the early stages of this process," says Nilsson. "The Cisco portfolio offers so many options, with a huge spectrum of technologies that we could deploy. The key, however, is finding the right-size solution that will help Hulbee continue to succeed."



Results

- Gained unprecedented visibility and control to enable efficient management of structured and unstructured data
- Achieved extraordinarily high levels of performance while decreasing carbon footprint
- Learned best practices for sustained success with insights from BORN Green Technologies

As the rise of big data continues to pose a major challenge to organizations of all sizes, performance is more important than ever, but manageability is the key to competitive differentiation. "Several of the vendors we considered were able to offer a similarly high level of performance," says Wiebe. "What sets Cisco apart is the manageability of the network. We now have unprecedented visibility and control across our system, and we have the scalability to grow in tandem with our customers' needs. That helps us remain truly nimble in managing a huge influx of structured and unstructured data."

With help from Cisco EnergyWise Suite, Hulbee is able to expand its scope of services while decreasing its carbon footprint. "This is a truly sustainable solution, but Hulbee understands that green technology isn't just about sustainability," says Nilsson. "It's about efficiency, too. With the EnergyWise Suite, Hulbee has the tools necessary to keep its operating costs low and minimize its impact on the environment, all within a next-generation data center."

For Hulbee, working with BORN Green Technologies has been one of the most important aspects of this complex implementation. "In working with us, Robert and his team have become trusted advisors," says Wiebe. "Unlike other vendors and partners we've encountered, BORN Green is not just here to sell something. They're here to help us find a high-quality, fully integrated solution that will serve us well, both now and in the future."

Next Steps

As Hulbee enters the second phase of its Cisco deployment, the company will continue the expansion of its platform to encompass an even broader range of services. "One of our immediate goals is to extend our cloud capabilities by packaging our software with Cisco hardware so that our clients have an on-premise option as well," says Wiebe. "The Cisco UCS platform gives us the flexibility to do that. And with so much flexibility at our disposal, we're free to innovate like never before."

More Information

- To read more about Cisco UCS, go to www.cisco.com/go/ucs.
- To find out more about Cisco Services, visit www.cisco.com/go/services.





Products and Services

Unified Data Center

- [Cisco Unified Computing System \(UCS\)](#)
- Cisco UCS Manager
- Cisco UCS C220 M3 Rack Servers
- Cisco UCS Virtual Interface Card
- Cisco UCS 6248UP Fabric Interconnects
- Cisco Nexus® 2232PP 10GE Fabric Extenders
- [Cisco Nexus 5548P Switches](#)

Routing and Switching

- [Cisco Catalyst® 4500 Series Switches with VSS \(Virtual Switching System\)](#)

Security

- [Cisco ASA 5500 Series Adaptive Security Appliances](#)

Services

- [Cisco EnergyWise Suite](#)
- [Cisco Smart Call Home](#)

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