**Hewlett Packard
Enterprise**

Objective
Implement a solution for replacement of outdated storage servers, taking future growth into account

Approach
Select a skilled and reliable partner that can offer a total solution using HPE hardware

IT Matters
• Increased reliability

• Increased speed

• Improved security

Business Matters
• No outages during migration

• Expandable

• Economical

Pelican Rouge ready for the future thanks to new servers

HPE ProLiant DL380 servers increase coffee solutions supplier's security

Challenge

Established in Antwerp in 1863
That cup of coffee you enjoy at work probably comes from a Pelican Rouge machine.

Founded in Antwerp in 1863, the coffee roaster was originally known as 'Roode Pelikaan' (Red Pelican). Today, with 15 million consumers, the Pelican Rouge Group is one of the largest European suppliers of coffee solutions and other hot and cold drink vending facilities.

Problems with outdated infrastructure
The business's rapid growth led IT manager Gary Goethals to conclude its then current storage system was past its best.

Gary Goethals says, "When I started here, there was an outdated infrastructure in a Citrix® environment, which gave rise to some problems."

The system was so dated that it used Windows® 2003 machines.

"Several repairs had already been carried out and it was clearly coming to the end of its lifecycle. So, there was very little confidence that everything would continue to operate," says Gary Goethals.

The outdated environment mainly resulted in server-related continuity problems. In addition, disaster recovery was not possible, there were problems with disconnections and the network suffered from slow operation.

Solution

Partner Bechtle assists in search for solution
After submitting the quotation, Bechtle introduced Pelican Rouge to HPE account manager Lauren Cloetens.

Customer at a glance

Hardware
• HPE ProLiant DL380 Server

Software
• HPE StoreVirtual VSA license of 50TB
• VMware vSphere® Essentials Plus Kit

HPE Pointnext services
• HPE Foundation Care

"That was how we came to a solution involving new servers and the complete replacement of the infrastructure," Gary Goethals recounts.

Pelican Rouge ultimately opted for two HPE ProLiant DL380 servers in combination with 50TB HPE StoreVirtual VSA Software and VMware vSphere® Essentials Plus Kit.

Gary Goethals did the installation himself, with the support of HPE and Bechtle. The transition went smoothly. "Most users weren't even aware of it," says Goethals.

Benefit

Reliability and security
The new servers have now been installed for a month, to the utmost satisfaction of Pelican Rouge, which has a three-year support contract with Bechtle.

"The most important thing is that we now have the certainty that everything will run – and keep running," says Pelican Rouge marketing manager, Dick Deroo, "And that we won't suddenly have a drop-out, which would prevent people from working."

Collaboration with Citrix was not always easy and 'cost time and energy', according to Deroo. "Now we, as opposed to an external party, have control over our own system."

Another crucial advantage of virtualisation of the storage environment is its capability for disaster recovery.

"We are currently working on that," says Dick Deroo. "The backups are now maintained offsite, in another suite, as well as the servers.

"So, there are multiple copies. If our building burns down tomorrow we can just take a laptop and go to a different location, use a different connection and set up everything again."

"We now have significantly more security," says Gary Goethals, "And downtime is actually a thing of the past."

Costs critical in coffee market
Given the strong competition in the coffee market, the cost aspect also played a role.

Thanks to virtualisation, there is now one less server than before. This makes IT management more efficient and less expensive. The HPE ProLiant 300 series also consumes less power than older servers.

Growing with the business
The new servers also offer the advantage of being able to grow with the business. Additional disks can be added without changing the environment.

"Tomorrow we could simply deploy a new server in our VMware environment," says Dick Deroo.

"We are now ready for the future," concludes Gary Goethals, who expects the new environment to last for about four years. "Previously that wasn't really the case. Everything was quite a bit more difficult and more complex."

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