DELIVERING 100% UPTIME FOR MISSION-CRITICAL APPLICATIONS

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Adam Day, CEEMA storage category sales manager for HPE and **Tony De Sousa,** business unit manager at Datacentrix

It's vital that enterprises today are able to quickly bring new mission-critical applications to market, while also supporting existing ones, in order to accelerate the speed of business, agility and innovation. However, it's nearly impossible for IT to keep up with these demands, due to the fact that its people remain tied down with administering, tuning and supporting infrastructure, something that forces IT to sacrifice agility for reliability.

This, says Tony De Sousa, business unit manager at Datacentrix, is why HPE has launched Primera, the world's most intelligent storage for mission-critical applications, designed to unlock the agility of the cloud while allowing a business to innovate without compromise. Primera, he adds, redefines what is possible in mission-critical storage, while delivering simplicity, availability and performance.

"As the world moves towards becoming multi-cloud and cloud-native, so an organisation's array of mission-critical applications increases. The aim with Primera is to deliver the simplicity and ease of use expected from a business-critical approach, but for mission-critical storage," he says.

"We know every organisation, regardless of industry, size or age, has workloads essential to the business. These mission-critical workloads represent the keys these players need to unlock innovation, which is why Primera is designed to offer users a 100% availability guarantee, thus ensuring that mission-critical applications will always be up and running."

Adam Day, CEEMA storage category sales manager for HPE, suggests that as its largest storage partner, Datacentrix has a key role to play in the company's strategy. Datacentrix and HPE have, after all, been partners for over 15 years, with the former considered to be one of HPE's top regional partners, one that has lent its systems integration experience to the partnership across the entire Middle East, Mediterranean and African region.

"Datacentrix is the ideal partner to deliver something like Primera, which is targeted at entities that have particular applications without which their business simply cannot operate. Essentially, it has been designed for organisations of all sizes, that have such mission-critical uptime requirements," says Day.

"This could be any business, from a multinational telco – the kind of organisation that would struggle if something like its billing didn't offer 100% uptime – to a one-man student operation selling products online, which needs its digital store to always be available. It's for this reason that HPE created its Green Lake offering, which allows users to adopt a pay-as-you-use model. Our approach has always been that no company is too small or too big."

Circling back to the partnership, De Sousa adds that it goes back such a long way that the two enterprises understand each other well and are familiar with each other's operations.

"Moreover, as HPE is such an important partner, we've placed a very high priority on our certifications and skills in the HPE portfolio. Due to this, we believe that Datacentrix has the best qualified and certified engineering to implement Primera – or any other HP solution.

"We're also aware that customers today seek a partner that can offer them an end-to-end service, and we can deliver, thanks to the fact that our skills go far beyond those we demonstrate on the HPE hardware stack. What sets us apart – and is the main reason we're such a key partner to HPE – is that we can offer a holistic solution that encompasses not only hardware and software, but services, backup solutions and anything else the customer may require," he concludes. ■

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