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Richard Eyres
Director
Aessenta

Aessenta hits the ground running with Nutanix cloud

At a glance

Country: United Kingdom

Industry: Technology

Founded: 2019

Website: aessenta.com

Challenge

Aessenta spotted a gap in the market for Nutanix-as-a-Service – providing flexible, affordable cloud services based on a software-defined solution. However, it needed to find the right hardware partner to underpin this new cloud offering.

Solution

Aessenta, via the Fujitsu Service Provider Programme, deployed FUJITSU Integrated System PRIMEFLEX for Nutanix Enterprise Cloud. It combines three nodes of FUJITSU Server PRIMERGY with Nutanix-certified firmware, hardware and software-defined server and storage technology from Nutanix: Acropolis Cloud OS and Prism management suite.

Benefit

- Scale easily and affordably with business growth
- New virtual machines can be provisioned quickly
- Simple management and self-service reduce support costs
- Flexible payment models enable market agility
- Reliability ensures 100% uptime

Customer

Founded in early 2019, Aessenta noticed a huge gap in the market for a disruptive, forward-thinking, reliable and flexible cloud service provider. It has already gained a range of clients, including two well-known global brands, which are hosted on a mixture of Windows and Linux environments. The company has based its offering on Nutanix and is the first and only cloud service provider in the UK to provide this stack.

Products and Services

■ FUJITSU Integrated System PRIMEFLEX for Nutanix Enterprise Cloud

Creating a new type of cloud

The cloud market has become increasingly competitive with corporate giants such as AWS and Azure, as well as a multitude of smaller players coming to the fore. However, Aessenta noticed that despite the many players, none in the UK were using Nutanix, a cloud computing software company that sells hyper-converged infrastructure appliances and software-defined storage. It spotted a gap in the market but needed to find the right hardware partner to host it.

"I was introduced to Nutanix years ago at a previous job and saw the potential – as a software-defined solution it could do stuff that other cloud software companies couldn't, such as allow for flexible pricing," explains Richard Eyres, Director, Aessenta. "However, nobody was offering 'Nutanix-as-a-Service' via the channel and we wanted to be first to market."

Aessenta's goal was to combine the scalability and affordability of public cloud solutions with the flexibility and security of private offerings. It wanted to build a single cluster with no overheads that could be managed by just one technician. This means the reseller would get access to the cluster with no upfront charge and could manage it themselves using the Nutanix platform. Finding the right hardware platform proved easier than expected.

"Fujitsu announced that it was making OEM appliances with native support for Nutanix, which is exactly what we were looking for," adds Eyres. "We arranged a meeting through a mutual channel relationship, saw a demo and immediately knew this would be the best solution for us."

Flexible, secure, affordable

Nutanix solutions are based on hyper-converged infrastructure (HCI) technology, a software-defined stack that integrates compute, virtualisation, storage, networking, and security to power any application, at any scale. This provides flexible software building blocks to replace traditional 'three-tier' physical servers and storage.

FUJITSU Integrated System PRIMEFLEX for Nutanix Enterprise Cloud, is a turnkey integrated system that includes all the hardware and software to simplify deployment across a range of choices from private, public and edge cloud infrastructure. Aessenta installed PRIMEFLEX for Nutanix Enterprise Cloud, which combines three high performance, energy efficient FUJITSU Server PRIMERGY with Nutanix-certified firmware, software-defined server and storage technology from Nutanix: Acropolis Cloud OS and Prism management suite, which reduce complexity and TCO.

"FUJITSU Integrated System PRIMEFLEX for Nutanix Enterprise Cloud, is a combination of best-of-breed hardware and software, specifically designed

to work together, which meant it only took us one week to get the system up and running," continues Eyres. "Fujitsu's technical team was amazing from initial design and specification, right through to go live."

As a founding member of the Fujitsu Service Provider Programme, Aessenta also benefits from the growing ecosystem of likeminded service providers in the UK and EMEA, including co-creating with Fujitsu and another ecosystem partner for the colocation element of this service.

From a support perspective, if issues arise, Aessenta calls Fujitsu, which also handles Nutanix support. Having just one point of contact makes life easier, although in the three months of operation, there has been no downtime at all.

"We thought there would be teething problems because this really is a first of its kind of deployment but it has been plain sailing, thanks largely to Fujitsu's technical team and its co-creation approach to the project," says Eyres. "That means we were able to hit the ground running."

Building business from the outset

The new Nutanix cloud platform enables Aessenta to offer better, faster and more secure cloud services for one fixed monthly cost that undercuts much of the competition. It is now working with its channel partners to push the service to market and has already signed up 12 customers within two months of launch. Moreover, the solution can scale simply and cost-effectively as new customers come on board.

"We were making a profit within three months which is impressive. Our free seven-day trial has a 100% retention rate which shows the huge demand for this type of solution," comments Eyres. "When we need to scale up as a result of this demand, I simply pick up the phone and order a node. It is also incredibly easy to use. With just three clicks, I can add RAM, CPU and storage in a matter of minutes."

Unlike the large cloud providers, which sell based on instances and transactional charges, Aessenta offers a more flexible model to its channel partners: it sells a chunk of resource for a set price and the reseller can carve it up according to its own needs with no additional costs. This means more agility for channel partners and end-customers alike.

"Fujitsu allows us to be more nimble and attract customers that might be put off by the more restrictive offerings on the market," concludes Eyres. "The whole business wouldn't have been possible without Fujitsu, which has been actively involved in our growth and has provided amazing post-sales aftercare. That's why we will continue to invest in Fujitsu as we grow the business."

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