



# EMPOWERING WEB WERKS TO EXPAND FOOTPRINT, ACCELERATE GROWTH

Indian Datacentre and cloud services provider teams up with HPE for better compute capacity – saving space, energy costs.

## Industry

Datacentre and cloud services provider

## Objective

Build an HPC solution, on-premises while saving on storage and energy costs, within a data centre run and managed by Web Werks.

## Approach

HPE was able to offer an enhanced solution with the HPE ProLiant DL385 Gen10 Plus server stack, housing 64 cores per AMD EPYC Processor, which resulted in optimised and better compute performance with server space and energy utilisation.

## Challenge

- Ramp up infrastructure at new data centres to grow business
- Meet processor-intensive demands through the project lifecycle
- Expand compute capacity without expanding data centre footprint
- Reduce energy expenditure for overall lower TCO

## IT benefits

- Supports HPC solutions, AI and ML functions for end clients
- Provides higher uptime with 5% better performance as before
- Offers improved throughput, enhanced GUI and VM utilisation

## Business benefits

- Enables Web Werks to offer customers benefits of IaaS, PaaS and SaaS
- Provides the ability to support high-performance compute functions
- Delivers up to 15% savings on TCO as compared to before
- Enables space and energy savings leading to greater profit margins



**One of India's most trusted data centre providers, Web Werks was able to grow their business by expanding to new geographies and ramped up their infrastructure capabilities by adding heavy-duty compute capabilities, thanks to a solution provided by HPE, all without driving up TCO and while keeping storage and energy costs low. This enabled Web Werks to grow its customer base and be more competitive in the cloud services provider ecosystem in India.**



India is an exciting place to do business, with more SMEs turning to cloud services to host next-generation applications, optimise their operational costs and grow their customer base. Web Werks is an important player within this ecosystem. One of India's most trusted data centre providers, Web Werks offers a wide range of carrier hotels, cloud, storage, hosting, connectivity and application management solutions to their clients. They are SAP® and MeitY (Government of India)-certified cloud providers, offering public, private and hybrid cloud solutions to 1500+ clients, including the Government of India.

Their business expansion plans include setting up new data centres in Chennai, Bangalore and Hyderabad with an edge data centre in the North East, apart from expanding existing data centres in Mumbai, National Capital Region (NCR) and Pune. One of the key targets for Web Werks was to provide world-class infrastructure and value to a new roster of clients, in these locations. They chose to partner with Hewlett Packard Enterprise to service this need.

The task was to find a way to roll out a niche set of high-performance computing (HPC) solutions, including artificial intelligence (AI) and machine learning (ML) led offerings to an elite set of clients with heavy-duty needs. Web Werks were able to solve this task through HPE by procuring servers that would be housed on-premises in these brand-new locations.

Web Werks, being a service provider company themselves, were no strangers to the power of cloud technology thus enabling HPE to consider solutions that solved extraordinary performance requirements. For this deliverable, HPE provided an HPE ProLiant DL385 Gen10 Plus server with 64 cores per AMD EPYC Processor. The requirement for a higher-than-usual number of cores meant choosing the twin benefits of an AMD EPYC server stack housed within the HPE configuration, a combination that resulted in a powerhouse performance.

With this solution, the client was able to further enhance this offering with a number of functionalities. And having the flexibility to add-on NVIDIA® cards and PCI Express cards meant much-improved GPU capabilities, giving Web Werks the capacity to handle data requests from multiple sources, for a much faster and powerful end-user experience, regardless of the computing power required.

As a result, Web Werks enabled a growing list of their end clients to take advantage of superfast, high-powered storage, compute and data management services, without having to make significant capital investments upfront. With this infrastructure upgrade, Web Werks could offer their end consumers a whole range of services across the lifecycle, so their customers could choose to leverage the power of infrastructure as a service (IaaS), platform as a service (PaaS) and



## Case study

Web Werks

## Industry

Datacentre and cloud services provider

**“HPE experts were invaluable in helping us decide between multiple providers, and zero in on HPE ProLiant DL385 Gen10 Plus server powered by the AMD EPYC Processor as our preferred solution. What’s more, HPE went above and beyond offering us guaranteed gains in performance, with adequate cores to support our plans for growth. They also worked closely with us to design a comprehensive solution, to improve GPU functioning, offer RAM upgrades, and ensure speed so critical to delivering high-performance compute requirements. As customers, at Web Werks we appreciated their deep technical know-how and continued support during the testing and deployment phase. Together, we are able to co-create a winning solution for our clients, while remaining cost-effective.”**

– Sachin Waingankar, Vice President & Head – Cloud, Web Werks

## Customer at a glance

### Hardware

- HPE ProLiant DL385 Gen10 Plus servers
- AMD EPYC Processors

software as a service (SaaS). They could choose whether to run AI and ML operations, manage IoT or run multiple processor-intensive applications simultaneously, all while enjoying the flexibility, security and reduction on TCO offered by moving to the cloud.

What’s more? Web Werks benefited significantly from cloud consolidation achieved by increasing the core density per box while reducing the physical infrastructural footprint. This allowed Web Werks to run more virtual machines than before, leading to a significant saving of space, energy requirements and cooling costs, while bringing down their overall power consumption. They were successful in passing on these benefits to their consumers down the line, giving them an edge over competitors in this space.

Ultimately, in line with industry-wide results, Web Werks is poised to realise cost savings of up to 15%, improved uptime and expected energy savings of about 8% to 10% of overall consumption costs. They have also been able to realise space savings by housing 1472 physical cores in 23 servers across two racks with a savings of 20% when compared earlier.

HPE was able to win this competitive bid and grow ahead when compared to other technology providers within this space, owing to their superior consulting services. We offered Web Werks the reliability and ease of liaising with a single vendor due to the wide range of our offerings, spanning storage, compute and networking solutions.

As Web Werks continues to increase its presence across India and expands its client base, HPE is sure to be an able partner empowering this technology enabler to scale and turbocharge the future of cloud computing in India.

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