

Case study

JSC Ingenium connects mobile operators to niche markets with HP



Core network provider enables highly flexible mobile service platforms with HP ProLiant DL380p Servers

Industry

Telecommunications

Objective

Provide highly flexible core network solutions for mobile network operators and mobile virtual network operators to enable cost-effective startups and seamless growth

Approach

Build complete mobile network operations platform on HP ProLiant DL380p Servers to deliver performance, scalability, and resilience critical to 24/7 telecommunication services

IT matters

- Gained scalable performance to grow mobile services from a handful to a million subscribers
- Enabled continuous tracking of server status and health through HP Integrated Lights-Out
- Achieved zero server downtime in three years due to resilience of HP DL380p Server architecture

Business matters

- Enabled highly customized network operations platforms to meet the unique requirements of individual customers
- Created affordable “as-a-service” offerings with financing from HP Financial Services, allowing customers to pay only for resources used
- Strengthened competitive advantage with highly resilient, continuously available platforms backed by rapid expert HP Support Services



“The HP DL380p Servers provide more than enough horsepower and scalability to grow with our customers. They can start with a very small footprint, growing from thousands to millions of subscribers.”

—Alejandro Gaspar, Head of Customer Solutions, JSC Ingenium



An innovative provider of core network platforms for mobile operators, JSC Ingenium needed a highly flexible server infrastructure to support diverse customer needs. The company also needed a cost-effective way to support customers from startup through ongoing growth. By building its network operations platform solutions on HP ProLiant DL380p Servers, JSC Ingenium gained highly scalable performance to seamlessly handle a handful to more than a million mobile subscribers. Plus, HP Financial Services made the solutions affordable with a creative financial package so customers only pay for the resources they use.

JSC Ingenium is a global provider of core network infrastructure to enable mobile network operators (MNOs) and mobile virtual network operators, enablers, and aggregators (MVNO/E/As) to quickly startup and grow their businesses. The company offers a flexible portfolio of solutions—complete, on-premises platforms for MNOs that own their own network infrastructures, as well as “as-a-service” solutions hosted by JSC Ingenium for MVNOs sharing network infrastructure.

Many MVNOs target niche markets with services tailored for groups that share special interests or connections, such as ex-pats, teenagers, university students, and more. When first starting up, these operators typically have very few subscribers, and consequently little revenue. Therefore, JSC Ingenium enables MVNOs to start up with little-to-no capital investment by providing a complete network operations platform and allowing them to pay only for the resources used.

This business model requires a hardware infrastructure with extensive flexibility, able to maintain high performance and availability as it scales to support growing MVNOs. That’s why JSC Ingenium relies on HP ProLiant DL380p Servers as the platform of choice for its primary solution offerings.

Flexibility to meet diverse customer requirements

JSC Ingenium is a long-time user of HP ProLiant DL380 Servers with the Intel® Xeon® processor E5-2600 series because of their proven reliability and flexibility.

Alejandro Gaspar, head of customer solutions for JSC Ingenium, explains, “The DL380p Gen8 Servers bring all the resilience and high availability we’ve always valued from HP, along with increased performance, capacity, and efficiency. They provide so much flexibility in type and number of processors, memory options, storage controllers, and other components that we can match the exact server configuration to each customer’s unique requirements.”

He adds, “The HP DL380p Gen8 Servers provide more than enough horsepower and scalability to grow with our customers. They can start with a handful of subscribers and easily support a million or more on the same platform.”

Assured performance and affordability

JSC Ingenium develops all its own software to provide everything from mobile calling, texting, and data services to billing and service management.

To also provide MVNO solutions at the best pricing for its customers, JSC Ingenium takes advantage of financing from HP Financial Services. With the help of HP Financial Services, JSC Ingenium is able to spread the cost of the DL380p Gen8 Servers across 36 months and provide MVNOs with graduated pricing. That allows them to fund the solution as an operating expense rather than a capital expense—a much more financially viable approach for small startups.

Larger MNOs also have the option of purchasing a network operations platform for use in their own facilities using their own hardware, but the server infrastructure must match JSC Ingenium’s precise specifications.

“HP DL380p Gen8 Servers are highly resilient with redundancy throughout. So even if a component fails the server keeps running. In three years, we haven’t seen a single HP server go down.”

— Alejandro Gaspar, Head of Customer Solutions, JSC Ingenium

Customer at a glance

HP Hardware

- HP ProLiant DL380p Gen8 Servers
- HP ProLiant DL380p Gen9 Servers

Software

- HP Integrated Lights-Out Essentials

Services

- HP Financial Services
- HP Foundation Care Services

Continuous availability for competitive advantage

A critical aspect of JSC Ingenium's total solution is monitoring and managing network operations for its MVNOs and MNOs. Customers are all over the world, from eastern and western Europe, to North and South America, and across Africa and Asia. Therefore, the company has built a follow-the-sun network operations center (NOC) to support its customers 24/7 and maintain consistent service level agreements (SLAs) regardless of their geographical location.

The NOC is directly connected to DL380p Gen8 Servers deployed all over the world. JSC Ingenium uses HP Integrated Lights-Out (iLO) to continually track the status of the servers, and if a problem is ever detected, HP Support Services are ready to act. With HP Foundation Care Services, JSC Ingenium is assured of 24/7 coverage and component replacement within four hours of opening a case.

"HP Support Services provide everything we need," says Gaspar. "Our departments work every day with HP and are very happy with the quality and responsiveness of service."

Thanks to active monitoring and rapid expert support from HP, JSC Ingenium has been able to maintain continuous availability of network operations for its customers—a must in the highly competitive mobile communications market. Gaspar attributes much of this success to the HP servers. "HP DL380p Gen8 Servers are highly resilient with redundancy throughout. So even if a component fails the server keeps running. In three years, we haven't seen a single HP server go down."

He concludes, "Server hardware is a critical asset for our business. That's why we invest in HP quality because it makes our customers happy. And when our customers are happy, we're happy."

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