

An Excellent Reason to Think About Outsourcing

ReasonNet and Lenovo join forces to reduce the total cost of IT for the SME market

Business is booming at ReasonNet. The impetus? Fewer and fewer companies want to invest in servers, IT staff, and all the time-consuming tasks involved in maintaining an IT infrastructure that can change and grow. The solution: leave it to the experts.

ReasonNet has built a reputation for delivering appropriate solutions for companies in need of servers, increased bandwidth, or centralised IT operations. Says PCextreme CCO Lennert den Teuling, "ReasonNet is involved very closely in the never-ending development the ICT business goes through, does a good job here and is always willing to share knowledge. By choosing Lenovo servers they prove yet again that only the best quality is good enough, and yet deliverable at affordable packet prices."

Lenovo, the enterprise that took over IBM's Personal Computing division, has a robust heritage in hardware performance, energy efficiency, Virtualisation and ease of use.

ReasonNet, with a global network and a datacentre in Amsterdam, has entered a partnership with Lenovo which will see it hosting several thousand of Lenovo's ThinkServers and providing turnkey solutions to customers who want to outsource their IT requirements.

ReasonNet has entered a partnership with Lenovo which will see it hosting several thousand of Lenovo's ThinkServers and providing turnkey solutions to customers who want to outsource their IT requirements

The power of simplicity

"Lenovo's ThinkServers are different from the competitors in that we deliver point-and-click software tools to manage the servers. The customer can manage and control the server from his PC, which means that he does not have to deal with hardware on site but still has full access and control," explains Simon Kent, Lenovo Server Leader for the Mid-Market EMEA region.

This ease of use is a real bonus to ReasonNet, who can now have servers up and running for customers in as little as a few hours. “Lenovo provides excellent training, and the tools are easy to use and understand. The short learning curve required in using ThinkServers is a real benefit,” says Leo Habers, Managing Director at ReasonNet.

Investing in expertise

The ReasonNet/Lenovo partnership comes at a very good time for companies in the Small/Medium Enterprise category. Habers describes the different issues that ReasonNet customers tend to have:

“We go a step forward from just delivering the server – customers can focus on business applications and not worry about the maintenance and hassle of keeping the server up and running.”

“There are many reasons that companies come to us for hosting. Sometimes an enterprise needs a higher capacity bandwidth than they can offer in their own office. Or, our customers may not be prepared to support their own IT staff, or to invest in their own servers. A company may not have the budget, or the facilities, to support staff or servers. We have another type of customer who has diverse office locations and wants their IT stored centrally so that it may be accessed from different locations or remotely.” Given the current economic climate, companies are trying to avoid the

commitments of buying hardware and recruiting new staff.

ReasonNet customers gain a financial advantage by outsourcing to solve these problems: The servers are leased and require no up-front investment. Instead, customers pay one monthly fee which includes hardware, technical support, and physical space. ReasonNet technicians are on duty 24/7 in the data centres, and always available for support.

The quality, performance and energy efficiency of Lenovo’s servers were the main drivers for ReasonNet’s preference for Lenovo as a partner. “We were seeking a company that could deliver excellent hardware and also form a comprehensive partnership with us. Our goal is to provide quality solutions, and we wanted to co-market the solution with a trusted partner,” says Habers.

In the green zone

Lenovo and ReasonNet are like-minded in terms of energy and environmental concerns, which was another driver in this partnership. “ReasonNet is committed to reducing its carbon footprint and operations in an environmentally responsible way. The unique Zone Cooling technology and the RoHS certification of all ThinkServers was yet another compelling reason for us to partner with Lenovo,” says Habers. The power consumption of the Lenovo servers is low – yet the performance is still very high.

Low power consumption is a major concern for ReasonNet's data centres. The ECN (Energy Research Centre of the Netherlands) says that by 2020 the ICT industry will use twice as much power as it did in 2009. The total power consumed by ICT industry is forecast to increase from 2% to 5% of the total usage in the Netherlands within ten years, as a result of ICT companies enabling a broader range of services to other industries and households. If companies that operate data centres choose energy-efficient hardware, substantial energy conservation can be achieved across industry and domestic use.

The Hosted Dedicated Turnkey Rack Server

The flagship offering of the partnership is the Hosted Dedicated Turnkey Rack Server. This solution greatly reduces a company's total cost of ownership by assuming responsibility for uptime, spare parts, power availability, cooling, housing, and IT staff. "ReasonNet provides all these services within our datacentre, which is built to deliver 24/7, 365 days a year," says Habers. "We go a step forward from just delivering the server – customers can focus on business applications and not worry about the maintenance and hassle of keeping the server up and running." ReasonNet is constantly reviewing and upskilling its ICT knowledge, and sharing this knowledge with customers. The end result is that clients have a solution that is low cost and underpinned by up-to-the-minute technical knowledge and support.

ReasonNet is combining their high standard of service with Lenovo's proven rock-solid technology for their new high density data centre

The solution also eliminates business continuity and disaster recovery problems, as it includes a 99.99% uptime guarantee. "This essentially means less than 4 minutes downtime per month, including maintenance," explains Habers. The solution also benefits from the use of Lenovo tools such as the remote access module, the redundant power supply and the redundant uplink, to name a few.

The Lenovo/ReasonNet partnership proves beneficial on many levels. It gives ReasonNet a strong hardware partner, who makes it easy to deliver excellent solutions to customers, and gives Lenovo a way to serve the SME market. It is environmentally responsible, reducing the carbon footprint of companies across the board. Equally important, companies wanting to operate on an energy efficient basis without sacrificing performance – or budget – are well served by outsourcing to ReasonNet.

Says Kent, "With this deal, ReasonNet is combining their high standard of service with Lenovo's proven rock-solid technology for their new high density data centre. The main areas Lenovo excels in – higher performance, higher energy efficiency, ease of use and Virtualization readiness – will help ReasonNet set themselves apart from the competition."

ENDS