

# CallHosted provides future-proof communications in the cloud

HPE Hyper Converged 240 delivers flawless technique and an attractive revenue model

## Objective

Provide a robust infrastructure that is reliable, manageable and easily scalable. In addition, ensure that the solution allows for monthly payments

## Approach

Following on from the earlier positive experience of HPE servers, CallHosted received a thorough action plan, capable of rapid rollout, after the first contact with HPE

## IT Matters

- Provide a server environment with excellent reliability and scalability
- Ensure simple integration of new services and apps
- Provide an open environment with maximum security

## Business Matters

- Make customers aware of the ease and simplicity of outsourcing all telephone services
- Provide an environment in which system management is minimised
- Reduce, wherever possible, the costs of administration, maintenance and energy



## Challenge

### Bringing customers to the cloud

Paul Smissaert, CEO at CallHosted, has been with the company in Dordrecht since the outset in 2008. After a career in IT and telecommunications he saw opportunities for an innovative business with the goal of providing companies with comprehensive, cloud-based telephone services. This venture was started with CTO Chris Keijzer. Also experienced in the ICT business, Keijzer had worked at several telecommunications companies and brought with him a large amount of technical knowledge.

The trend towards unified communications was making a cautious start at the time. Businesses faced the challenge of assembling the pieces of a puzzle - integrating fixed and mobile telephone services and ensuring communication between them, while maintaining contact with customers.

The challenge was not only in the technical field, in terms of the necessary hardware and software, but also in terms of the revenue model. The choice was between internal solutions and licenses - or innovative business models to support and optimise the business process.

Smissaert says, "We made the strategic choice to service companies through an indirect channel - resellers with a strong reputation. A major telecom service provider had confidence in our vision from the outset and sought collaboration."

### Key players

CallHosted identified four key players within a number of organisations - each with its own reasons for migrating telephone services to the cloud. The CEO of a company wants a future-proof solution, which will enable growth. The CFO focuses on costs: no unpleasant financial surprises and minimum cost per user.

## Customer at a glance

### Hardware

- HPE Hyper Converged 240
- HPE Flexible Capacity
- HPE StoreOnce 2700

“Together with Hewlett Packard Enterprise, CallHosted is able to deliver three things that are critical to its customers: flexibility, convenience and competitive prices.”

– Paul Smissaert, CEO, CallHosted

The CTO wants a manageable system that works in tandem with both the changing needs of the customer and those of the organisation.

Security must be in order and it must be easy to add new applications. Mobile should work seamlessly with other forms of communication. And, finally, the COO wants to know whether higher productivity will be possible, with fewer personnel: How do you ensure optimum accessibility for your customers without having to employ extra staff?

## Solution

### Start small, then scale up

CallHosted found the solution with HPE Flexible Capacity Services (FCS). The company chose to use HPE Hyper Converged 240, HPE Flexible Capacity and the HPE StoreOnce 2700 solution.

Keijzer explains: “These building blocks ensure optimal scalability and manageability of CallHosted’s computing and storage needs. Everything is taken care of, including the licenses. The vulnerability of the systems has been significantly reduced by using HPE Hyper Converged 240 in a 2U form factor. We now have flexible data capacity and always work with future-proof hardware and software.”

## Benefit

### Scalability

CallHosted is very excited about Hewlett Packard Enterprise (HPE) cloud solutions. “Our advantages start with the financial side of the business. We do not invest any capital upfront in servers, hardware and licenses which will depreciate in a few years.

With HPE we are charged monthly for the capacity that we actually use. This fits in perfectly with the payment model we, in turn, use with our customers,” says Smissaert.

Because CallHosted hires capacity, it always has the latest hardware and software, monitored by HPE specialists 24 hours a day, seven days a week. This takes a lot of pressure off the business.

CallHosted works for major brands - and it’s systems must always be up and running. However, this is merely a basic precondition for working in this business. CallHosted works for major brands and its systems must always be up and running to ensure the availability of client software and applications. System security is also vital.

Smissaert says, “The biggest advantage of the HPE solution that we chose is its virtually unlimited scalability, which allows us to rapidly roll out new services. An example is the video-conferencing trend, which brings people into personal contact without having to experience endless traffic jams. Then there’s the ‘bring your own device’ phenomenon, which requires that all the information on all the devices you may want to use is rapidly and securely accessible. For example, the real-time connection to CMS systems, which allows you to see the client’s history while being in contact with the client. Three things are critical to our customers: flexibility, convenience and a competitive price. With the help of HPE that’s exactly what we deliver.”

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