



A recipe for large-scale cloud service success

Bitbrains in the Netherlands drives expansion of high-performance computing cloud platform with financial services team that understands the need for rapid access to innovative solutions



Customer profile



Company	Bitbrains
Industry	Hosted Services
Country	The Netherlands
Website	www.bitbrains.nl

Business need

Bitbrains needed to expand its large-scale cloud service, which offers high-performance computing processing, at short notice. To do this, it required a financial services partner with cloud services expertise.

Solution

The company chose to build its cloud platform with Dell solutions, including Dell PowerEdge servers and Dell Networking. Crucially, it also began working with Dell Financial Services.

Benefits

- Driving business growth with flexible IT and financial services
- Responsive support to meet large-scale demands
- Excellent residual leasing value helps drive innovation
- Expansion supported by financial services global footprint
- Continued development with exciting IT roadmap

Solutions at a glance

- Cloud Solutions
- High Performance Computing

“Through the combination of Dell technology and Dell Financial Services, our future is extremely bright. We look forward to expanding our client base in the coming years.”

Hein Brat, Director of New Business, Bitbrains

It takes a lot to get cloud services right. Reliability is crucial, of course, but then there's also the ability to scale up and down on demand. Bitbrains, headquartered in the Netherlands, is successfully doing all of this with its cloud service, which marries large-scale cloud-based IT with high-performance computing (HPC).

As Director of New Business, Hein Brat explains, the company needed to expand the cloud service fast from day one to meet demand. It had achieved both ISAE 3402 and SOC2 accreditations to demonstrate the quality of its security and business practices and it wanted to drive growth. But the company faced the challenge of adding hundreds of processing cores at short notice. "Budgeting for this kind of development is difficult, so we needed a services partner that could help us manage our costs," he says.

Support at the right time, in the right way

The firm began looking for a services partner and soon approached Dell. Bitbrains staff knew Dell was already supporting multiple cloud service providers, delivering both the technology and financial services support to meet their needs. "It was clear that Dell understood our business model," confirms Brat. Things moved quickly from this point. Bitbrains started discussions with Dell Financial Services, which developed a leasing agreement for the cloud provider.

Cloud services meet the demands of enterprises

The platform soon took shape as Bitbrains began to roll out multiple Dell solutions. These included high-density Dell PowerEdge M600, M610 and M620 blade servers, located in Dell PowerEdge M1000e modular blade enclosures, to run Apache Hadoop software and deliver HPC performance. It also features Dell PowerEdge R720XD and R820 servers for less intensive workloads.

For storage, Bitbrains uses a combination of cache accelerated storage, Fusion-io cards and local hard drives on the servers to ensure maximum stability and speed. In addition, it backs up the environment using a Dell DR4100 disk backup appliance. HPC data traffic inside the enclosure is managed by Dell Networking MXL switches, with support from Dell Networking M6220 and M8024-k switches for non-HPC traffic.

"We offer a high-performance solution in the cloud through Dell. Our service is faster than many leading cloud services on the market and we can deliver enough capacity on demand to meet the requirements of financial institutions," says Brat. "We combine

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Hein Brat, Director of New Business, Bitbrains

Products & Services

Services

Dell Financial Services

Hardware

Dell PowerEdge M600/M610/M620 blade servers

Dell PowerEdge R720XD and R820 servers

Dell PowerEdge M1000e modular blade enclosures

Dell DR4100 Disk Backup Appliance

Dell Networking MXL/M6220/M8024-k switches

Software

Apache Hadoop



an excellent platform with top class integration to further differentiate ourselves from mainstream cloud providers or the large public clouds.”

Driving business growth with flexible IT and financial services

The platform continues to expand as Bitbrains attracts more customers. Comments Brat: “We’re helping financial institutions meet their Solvency II and Basel obligations with the HPC capacity of our SOC2-accredited cloud service. We also support internet service providers, business integrators and companies seeking big data solutions. HPC is essential to the success of our operations. Through the combination of Dell technology and Dell Financial Services, our future is extremely bright. We look forward to expanding our client base in the coming years.”

Responsive support to meet large-scale demand

The fast response of Dell Financial Services to Bitbrains’ requirements has given Brat confidence in being able to scale the service to meet customer demand. “Customers require fast access to large amounts of processing power. We need to ramp up the size of the cloud service in a matter of weeks. In Dell Financial Services we have a partner that understands our market and the pressure we’re under,” he says.

Excellent residual value helps drive innovation

Bitbrains needs to innovate to stay ahead of its game. In a highly competitive market, customers are constantly looking for more speed at lower cost. Brat says: “We can drive innovation in part through the residual value of our leased solutions, which enables us to adopt the latest Dell technology. We’re developing our services in line with the increasing demands of customers.”

Expansion supported by financial services global footprint

Bitbrains has delivered services for international customers for many years and is actively looking to expand its presence in other countries. Brat has already had conversations with Dell about plans to launch clouds in Ireland and the U.K. He says: “Dell and Dell Financial Services are great partners to support growth on a global level. Dell Financial Services backs our ambitions.”

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