ASE | PROBLEM SOLVED

With NetApp HCI, ASE has built an innovative, cloud-based data management solution that delivers enhanced experiences for ASE's customers and, more importantly, for the customers' customers.

ASE Delivers Innovative Data-Driven Solutions for Customers with NetApp HCI

By thinking creatively and by questioning conventional wisdom to solve customers' business challenges, Australian data management provider ASE differentiates itself in the market. By specializing in the management of data and its varied uses across an organization and within the hyperscaler landscape, ASE supports customers as they optimize existing platforms and find new value in their data. And now NetApp HCI has enabled ASE to unlock data insights that help improve customers' business and deliver enhanced experiences.

Workload provisioning in

minutes

instead of hours or days

Data center footprint (cost) reduced by a factor of

6

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> "The conversation that we're having with customers is making sure they understand and derive value from one of their biggest assets, which is their datasets, regardless of which cloud that's computed in. NetApp has enabled us to do that quite successfully."

Andrew Sjoquist
CEO of ASE

It's hard to imagine an industry that has seen more rapid innovation than the technology field. To keep up with these changes, companies such as ASE, which was founded in 2000, must cut through the hype and be smart about which solutions to integrate into their infrastructure.

"The challenge that we have had is adapting to a rapidly emerging and evolving marketplace," explains Andrew Sjoquist, CEO of ASE. "We have seen the rise of the hyperscalers—AWS, Azure, Google. For us, the ability to adapt our strategy to support customers in appreciating and optimizing the value of their data within and across these clouds has been vital. Our relationship with NetApp and the joint alignment focusing on data management and its byproduct—data analytics—have enabled us to adapt and change our offerings in response to market and customer demand. This has been a huge and valuable part of our growth."

Serving customers requires a high-performance interconnection network, which is why ASE turned to NetApp® HCI. With NetApp HCI, ASE can easily solve the connection challenges that customers face and can meet the requirements for a hybrid infrastructure to deliver enhanced experiences for ASE's customers and its customers' customers. The company also benefits from NetApp's evolution of services that seamlessly connect to the data fabric and NetApp's continuous innovation to drive future success and to create new customer touchpoints.

For example, one of ASE's tertiary education sector customers used NetApp HCI to consolidate its data center footprint and to increase workload performance by more than 50%. ASE worked with the customer to assess the data workload and then used NetApp HCI to condense the rack footprint by a factor of 6:1. The customer

reduced its data center costs while providing an improved experience for application users.

By consolidating workloads to NetApp HCI with its built-in provisioning orchestration capability, ASE has deployed new workloads in record time. Speedy deployment also enables a more responsive infrastructure to meet changing workload use cases. Dedicated storage processors, a key differentiator of NetApp HCI, enable data to be given dedicated resources, making data more timely, accessible, and usable by application users.

EMPOWERING CUSTOMERS TO IMPROVE THEIR BUSINESS

ASE's go-to-market strategy is built on two cornerstones. The first is data management and protection services, and the second is networking services. Over the past 2 years, ASE has transitioned from providing tactical operational tasks such

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as backup and disaster recovery services to strategically empowering customers to accelerate workloads and analytics. Working with NetApp has helped ASE create new touchpoints with its customers, which in turn enables ASE customers to do the same with their own customers.

By decoupling data from applications, ASE achieves an effective hybrid multicloud environment. Applications are usually tied to datasets, which puts a company's data on a roadmap that might not fit the company's business strategy. By contrast, ASE helps its customers strategically plan how to use their data in a multicloud or hybrid cloud environment and then brings the applications to the data to serve business needs.

"The reality is that the tech landscape is evolving faster than ever before, and the opportunity provided by the hyperscale clouds really drives some fantastic innovation," Sjoquist explains. "The conversation that we're having with customers is making sure they understand and derive value from one of their biggest assets, which is their datasets, regardless of which cloud that's computed in. NetApp has enabled us to do that quite successfully."

CREATING NEW LEVELS OF INNOVATION

Having traditionally invested in NetApp FAS, AFF, and StorageGRID® technology, ASE understands the value that NetApp provides. Today, the focus is on using the data fabric to build a robust, scalable,

and requirement-first solution. This infrastructure provides flexibility and scalability to grow and to integrate new services. NetApp HCI can be used as a service, delivering a solution that fosters innovation and that meets the needs of current and emerging workloads.

"We took inspiration from the data fabric story delivered by NetApp and for us, a high-performance interconnection network that enables the data fabric to happen. By combining two things together—the data fabric story and our own FLUID network story—we have a really powerful environment to help customers feed their innovation," Sjoquist explains. "NetApp HCI for us is a perfect pathway to extend the premium, high-quality services we

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have been offering in the data space to deliver the customer-focused business outcomes they demand from us now."

The FLUID network—ASE's Fabric Linked Universal Interface to Data network—is a key component that underpins most of ASE's solutions. This network enables ASE to place data wherever it's needed, ensuring that data is in the right place at the right time in the right cloud to deliver improved business outcomes. This network, designed specifically to carry data, gives ASE the flexibility to adapt and change

its infrastructure and offerings to meet demand. The network's agile architecture perfectly integrates with NetApp's leading technology offerings, enabling ASE to solve customer pain points faster and more creatively.

"The reality is that there's a number of ways to deliver technological solutions, and there's a number of vendors in the market to do so. The difference with NetApp is from a foresight and an ease-of-use point of view; it provides huge value," Sjoquist notes. "We can rely not only on the technology,

but also on the people behind the technology. Together we form a valuable union that supports ASE and that enhances the industry's innovation roadmap. Certainly we have great relationships across the organization. ASE has been working with NetApp as a service provider for over 12 years."

SOLUTION COMPONENTS

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NetApp HCI

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