Hewlett Packard Enterprise

jetNEXUS teams with HPE OEM program to deliver load-balancing solutions worldwide

Drives application performance with integrated, fully-managed appliance

Objective
Deliver highly available load-balancing software solutions on reliable servers with global support

Approach
Leverage HPE technology, services, and OEM partnership to provide a robust, customized, and globally supported solution

IT Matters
- Combines unprecedented ease-of-use with extreme power and outstanding performance
- Provides flexible configuration options to address customer requirements
- Reduces support demands from customers worldwide
- Leverages HPE Foundation Care Services to enable global server support

Business Matters
- Enables rapid expansion into new countries
- Supports sales expansion by offering HPE servers backed by robust support
- Allows jetNEXUS to deliver its high-availability solutions on reliable hardware platforms globally

jetNEXUS load balancers mitigate the risk of downtime and improve the performance, scalability, and reliability of business critical applications. By combining the innovative load balancing capabilities of jetNEXUS with the power and flexibility of HPE servers, jetNEXUS is enabling customers to deploy a fully integrated HPE stack featuring a highly efficient hardware Application Delivery Controller (ADC) to deliver superb user experiences worldwide

With offices in the UK, the United States, and Malaysia, jetNEXUS provides mission-critical load-balancing solutions worldwide. The company's jetNEXUS load balancer/ADC (Application Delivery Controller) ensures that a customer's core business applications are always available and delivered securely to end users with speed and efficiency.

This software solution requires reliable high-performance servers, and as jetNEXUS expanded its reach worldwide it was agreed

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> "The hardware landscape is rapidly transforming and HPE is at the forefront of this, delivering leading solutions for workloads that require fault-tolerant availability and massive scalability. HPE and jetNEXUS are able to reduce the complexities and costs associated with legacy load balancing solutions and allow customers to deploy mission-critical load balancing on highly reliable servers."

— Greg Howett, jetNEXUS CEO

that a strategic partnership with an OEM provider could deliver the reliability customers demand and the support coverage necessary to address a global market.

"Substantial international growth in our appliance business prompted a review of our offering. The mission-critical nature of our advanced technology combined with significant changes in the ADC marketplace increased demands on hardware appliances and their CPU capabilities," says jetNEXUS CEO Greg Howett. "The modern load balancer is a layer7 device that delivers a host of functionality beyond simple server redundancy, including traffic management, pre-authentication, application firewalling, encryption, and application acceleration. These features require the CPU processing power that only an advanced server can offer."

After evaluating potential OEM partners to provide the hardware platforms for its global software solution, jetNEXUS joined the HPE OEM program. According to Howett, "HPE servers use the latest generation of Intel CPU that offers the Intel Advanced Encryption

Standard (AES) instruction set. This delivers a massive performance boost for encryption tasks and provides a robust, powerful, and guaranteed platform for our advanced load balancing software."

Delivering ADC software on high-availability HPE servers

HPE partner Avnet Embedded integrates the jetNEXUS software onto the HPE servers and distributes the solution to customers. The custom software integrates with the HPE hardware, utilising the ILO (Integrated Lights Out management) card as well as the onboard storage to provide fault tolerance and easy management.

jetNEXUS also need global service and support to ensure the reliability of its load-balancing solutions, and includes HPE Foundation Care Services with each server. The HPE Foundation Care 24x7 Service provides jetNEXUS customers with 24x7 service with a four-hour on-site response time for hardware. "It isn't realistic for us to

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have engineering support resource in every country we address," Howett explains. "The HPE OEM Program allows us to accelerate our speed-to-market in target regions and deliver exceptional service levels and break-fix support on a global basis."

He continues, "HPE has the ability to offer a same-day fix in all areas that we operate. In addition to this, HPE appliances can recover without the need for human intervention should a hardware component ever need to be replaced. With this functionality, even our most remote customers can be back up and running if they experience a failure in no time. It is this combination of superb HPE support and hardware that means we can offer a speed and quality of service unbeatable by any competitor."

With HPE Foundation Care, jetNEXUS is able to minimize the time spent on troubleshooting, monitoring, and remediating hardware issues while maintaining availability within limited budgets and resources. jetNEXUS delivers its software on HPE ProLiant DL360 and HPE ProLiant DL20 Gen9 Servers, with customer support queries for software issues handled internally and hardware support calls redirected to HPE.

Improving the customer experience

jetNEXUS has a wide customer base consisting of companies of all sizes, as well as governments and military deployments. "Each of our customers has unique requirements, and the HPE OEM Program gives us the flexibility to tailor our solutions based on their size and availability requirements," says Howett. "Our company is a software house, and the HPE OEM Program allows us to provide fully managed appliances backed by world-class support."

Because jetNEXUS relies on HPE servers, customers can extend the life of jetNEXUS solutions. "HPE provides a long lifecycle for our hardware platforms that allows customers to extend the life of our load balancing solutions and extend the ROI from each deployment," explains Howett.

The flexibility of the HPE OEM Program provides customers with a great deal of options. "Customers select jetNEXUS because of our feature-rich technology, ease of use and proven reliability," states Howett. "Implementing a load balancing solution can be a daunting experience to many, but we uniquely offer ready-to-install solutions that

Customer at a glance

Hardware
- HPE ProLiant DL360 Gen9 Servers
- HPE ProLiant DL20 Gen9 Servers

Services
- HPE Foundation Care

can be deployed quickly and that provide a robust feature set. Customers can depend on the power of our software and the reliability of our HPE servers, and since hardware support calls are handled by HPE, our internal support resources can focus on providing fantastic support for software queries."

Because load balancing is a mission-critical requirement, the inclusion of HPE Foundation Care with each server is a major differentiator in the market for jetNEXUS. "Our OEM relationship with HPE allows us to provide better hardware support than our competitors, and the reliability reputation of the HPE brand supports our sales efforts and helps customers choose load balancing solutions from jetNEXUS," says Howett.

He concludes, "Customers select load balancing solutions that never go down, and our participation in the HPE OEM Program allows us to deeply integrate our software with HPE hardware to deliver a high-level of performance customers may not otherwise get from a standards-based server solution. By partnering with HPE, we're able to expand our business into smaller countries that wouldn't have otherwise been economically viable to address, and broaden our global reach to increase our business growth."

Learn more at
hpe.com/partner/OEM

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