



Optimizing the hosting landscape

Keliweb finds milestone performance in
HPE ProLiant DL325 Gen10

“The ProLiant DL325 **Gen10 server** is very stable under heavy workloads, delivering impressive reliability, availability, and speed. It’s comparable to our benchmark in every aspect, except price—the DL325 represents a 25% improvement in price-performance vs. the competition.”

– Francesco De Francesco,
Cloud Area Manager, Keliweb



Objective

Explore new platform options to meet continued demand for popular hosting services

Approach

Perform proof of concept with HPE ProLiant DL325 with AMD processors



IT matters

- Delivers benchmark performance at a 25% cost reduction
- Provides a high level of stability under extreme workloads
- Optimizes virtual machine environment with dense compute profile

Business matters

- Lowers cost per virtual machine by 27% versus the competition
- Provides a viable platform for future cloud environment
- Meets the challenges of scale to support exponential growth





Executive summary

Italy's hosting leader finds benchmark value in the **HPE ProLiant DL325 Gen10 server**. Tested in a proof of concept, the platform delivers where it counts: performance, reliability, and TCO. Now in production for customer environments, Keliweb is considering the solution for building a new cloud offering.

Scaling with excellence

We hear a lot about hero products and unicorn companies in the technology world. But most often, success is built on solid product offerings and stellar customer service. Just ask Italian service provider Keliweb, whose virtual private server product has hit a sweet spot with customers. Since its founding nine years ago, Keliweb has experienced exponential growth.

"Coming up on 10 years in the business, I can't say we have a typical customer," says Francesco De Francesco, Cloud Area Manager at Keliweb. "Our customers range from individuals to large companies, but our customers all have one thing in common: they expect the best service for a reasonable price."

And that's what they get. "Our main differentiators are expertise and response times. Those are huge factors in the Italian market," De Francesco explains.

Opportunity knocks

In order to continue delivering on that promise, Keliweb needs to build its hosted environment on solid foundations. "We have been happy with the reliability and performance of **HPE ProLiant servers** since day one, and we know our customers appreciate the stability of running their workloads on **HPE servers**, whether it's a virtual private server or bare metal," De Francesco says.

With the popularity of its virtual private server offering driving rapid growth, Keliweb needed to evaluate new hardware to support scalability. "Each time we assess a new technology, we're balancing performance with availability and cost," De Francesco relates. "Not every server on the market fits that profile."

Recently, the leadership team at Keliweb had the opportunity to participate in a proof of concept with the HPE ProLiant DL325 Gen10 server. A dense compute platform optimized for virtualization and software-defined storage, the HPE ProLiant DL325 Gen10 server is built on AMD EPYC 7000 series processor.



Customer at a glance

Hardware

- HPE ProLiant DL325 Gen10 servers
- HPE ProLiant DL360 Gen10 servers

Software

- Linux® Kernel-based Virtual Machine (KVM)

Benchmark for success

“At Keliweb, we’re looking for ways to improve our services all the time, so we were excited to run the DL325 through our tests for performance and availability,” De Francesco recalls. “We liked the architecture, so the question was: will it work in production?”

Keliweb compared the HPE ProLiant DL325 Gen10 server to its internal benchmark and came away impressed. “The ProLiant DL325 Gen10 is very stable under heavy workloads, delivering impressive reliability, availability, and speed,” De Francesco explains. “It’s comparable to our benchmark in every aspect, except price—the DL325 represents a 25% improvement in price-performance vs. the competition.”

Those economics also translate into increased benefits for Keliweb’s virtualized customer offerings. “Compared to our standard server offering, the **HPE ProLiant DL325 Gen10** delivers 27% lower cost per VM,” De Francesco reports.

Deployed with confidence

Keliweb has since deployed the solution for hosted customer environments with excellent results. “We can confirm we’re very happy with the HPE ProLiant DL325 Gen10 server, and our customers are happy too,” De Francesco says.

Since moving the solution into production, the team at Keliweb is considering where else they might find uses for the HPE ProLiant DL325 Gen10 server. “We’re investigating new technology for a cloud offering next year, but we don’t want to mix server architectures in the cloud,” De Francesco explains. “I could see building a new cloud on the HPE ProLiant DL325 Gen10. It could be a way for us to offer benchmark performance while lowering our TCO.



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