

# HP Renew Program fits the bill

Workforce management specialist anchors  
IT architecture with HP hardware



## Fieldglass Inc.

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– Adam Levinson, Senior Manager of IT Architecture, Fieldglass

HP customer case study: HP Renew Program delivers affordability, reliability

Industry: Software services

### Objective:

Minimize technology hardware costs, without compromising performance and reliability.

### Approach:

Working with technology vendor CPAC, Fieldglass acquires hardware through the HP Renew Program.

### IT improvements:

- Cost savings allows deep investment in IT laboratory and equipment
- Standard and extended warranties help guarantee product reliability

### Business benefits:

- Significant cost savings on IT hardware
- High performance hardware improves business efficiency



Saving money on technology isn’t just important for executives at Fieldglass Inc. It’s absolutely essential.

That’s why Fieldglass, through its technology vendor CPAC Computers Inc., relies on remarketed products from HP Renew. This program offers business-class IT hardware at prices up to 40 percent less than new models, backed by a same-as-new HP warranty. Most remarketed products come from demo pools, customer returns, canceled orders, overstocks and early generation hardware.

“For us, HP’s Renew Program is invaluable,” comments Adam Levinson, Senior Manager of Systems Architecture, Fieldglass. “Without it, we wouldn’t have the budget to keep our in-house systems lab up and running.”

Founded during the high-tech boom of the 1990s, Chicago-based Fieldglass Inc. specializes in helping its customers with software-based workforce management



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## at a glance

### About Fieldglass Inc.

A leading provider of contingent workforce management and services procurement solutions, Fieldglass combines technology innovation with industry expertise to provide business solutions for industries such as financial services, healthcare, manufacturing, pharmaceutical and telecommunications.

For more information, visit [www.fieldglass.com](http://www.fieldglass.com).

Contact the HP Customer Reference Program, 281-514-5755, for more information.

solutions. The company provides web-based software services that host and simplify various management processes for outsourced and contingent employees – for example, a manufacturer in North America that opens an affiliate office in India would use this solution to streamline the process of identifying and managing outsourced employees at the new location.

Primarily targeting Global 2000 companies, Fieldglass' 60-plus employees work each day to uncover new ways to further develop and market its products. As Fieldglass marketing director Kathy Kleekamp points out, the hours are long, the competition is fierce and the profit margins are tight.

"Every dollar invested in research and hardware must produce value," Kleekamp notes.

### HP Renew Program delivers the goods

Fieldglass uses HP remarketed products for two reasons – to save the company money, sometimes up to 40 percent less than equivalent new products, and to equip its in-house lab and demo environments with reliable, high-performance technology.

The HP Renew product portfolio includes industry standard servers, StorageWorks solutions and business-critical servers, including the HP Superdome Server. Fieldglass outfits its labs with a wide range of HP server technology, including the HP BladeSystem, using the ProLiant BL45p four-processor server blade.

Fieldglass also employs the HP ProLiant DL740 Rack Server, the ProLiant DL580 G2 Rack Server and the ProLiant DL360 G4 Rack Server. The HP equipment is used to help host and process data for Fieldglass customers across the globe.

As Levinson points out, his relationship with HP extends back many years and has proved highly successful.

"I've used ProLiant servers for over ten years, before I ever started working for Fieldglass, and they run like clockwork from day one. And they remain functional and generally issue-free long after they are purchased."

### Technology partner helps form a winning solution

Levinson has worked closely with CPAC for the past two years, and quickly points out that his relationship with CPAC is strengthened by the mutual exchange of technology know-how and insight.

One provision that Levinson mandates with all hardware purchases is warranty coverage. To that end, HP delivers the same warranty coverage as equivalent new models for remarketed server and storage products. This gives Levinson an added measure of security, though as he points out, he rarely – if ever – needs to actually exercise a warranty with HP products.

"CPAC knows I want a minimum two-year warranty on hardware purchases. It's never been a problem. HP has always delivered the warranty coverage I need."

To learn more, visit [www.hp.com](http://www.hp.com)

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# Silver Tail Systems builds strong foundation on HP Renew

Remanufactured hardware lets company acquire servers at substantial savings below the cost of new—without compromising reliability or performance



“We needed powerful equipment to handle the demands of our solutions, which include real time monitoring of as many as a half million website transactions per second. Our HP Renew servers have been rock solid. And because HP Renew lets us purchase this hardware so affordably, we’ve been able to meet our business needs from a fiscal perspective as well.”

Tim Eades, CEO, Silver Tail Systems

## Objective

Architect an infrastructure capable of supporting compute-intensive algorithms, within the tight constraints of a start-up company’s limited funding resources

## Approach

Leverage HP Renew remanufactured hardware and financing from an HP partner to deploy an enterprise technology platform on a tight IT budget

## IT improvements

- Servers easily handle compute-intensive algorithms required by real-time fraud-detection software
- Servers meet standards for high reliability

## Business benefits

- CPACinc.com financing allowed deferment of upfront costs, improving ability to attract investment capital
- Affordability enables start-up to keep capital costs down, satisfy investor requirements and maintain fiscal viability



The market for Silver Tail Systems’ products and services couldn’t be any hotter.

Founded by a team of fraud prevention experts who worked previously for eBay and PayPal, the start-up helps its clients protect their websites from hackers and other malicious visitors. Through highly sophisticated algorithms, Silver Tail Systems software can discover otherwise undetectable website attacks—in real time—enabling companies to respond immediately.

In a world where businesses rely more than ever on the Internet to conduct business, Silver Tail Systems’ solutions fill an enormous market need.

### HP customer case study:

By enabling high quality hardware at affordable prices, the HP Renew Program gives a solid foundation to a promising start-up.

**Industry:** Technology



Sometimes market demand and a terrific product aren't enough. When Silver Tail Systems began the search for start-up capital, it faced a challenge familiar to many entrepreneurial companies. It needed hardware for its test and development activities. However, to secure venture capital to fund that hardware, Silver Tail Systems needed to advance its product development far enough to prove its viability.

For a while, it looked like the infant company might have to compromise on its launch plan. Then an HP channel partner and technology consultant, CPACinc.com, introduced Silver Tail Systems to the HP Renew Program, through which companies can purchase thoroughly remanufactured HP products at very competitive prices. By combining the HP Renew Program with some creative financing offered by CPAC, Silver Tail Systems broke its capitalization impasse and got the solid start it needed to get its business off the ground—and realize significant long-term benefits as well.

## High quality servers make a high quality foundation

Silver Tail Systems started life as a small group of engineers with a big idea: to create a scalable technology that uses proprietary algorithms to detect website visitors' suspicious behavior. "There's a real and growing need for this type of technology today," notes Tim Eades, CEO, Silver Tail Systems. As companies plug more obvious security holes, hackers are getting craftier. They're also increasingly using websites to compromise the integrity of business infrastructures. "It's no longer enough for companies to secure their networks or VPNs, because hackers are increasingly targeting corporate websites," notes Eades.

Businesses that are not vigilant about website protection can pay a steep price. Their sites are at risk to be hijacked or intentionally overwhelmed by malicious traffic. Silver Tail Systems estimates that website attacks today are costing businesses millions—if not billions—in lost revenues, site remediation, and damage to reputations and brands.

The solution is to monitor website activity scrupulously, looking for anomalous activity. From the start, Silver Tail Systems' founders knew they could help companies do that, but ideas aren't enough. As a high-tech company, Silver Tail Systems needs a high-tech infrastructure. "You can't build good software on bad hardware," Eades notes. "It's like building a house. You need a high quality foundation."

At first, the company's founders assumed that the infrastructure would be built on Sun hardware. They were familiar with Sun servers from their tenures at eBay and PayPal and had industry connections within the Sun organization.

There was a problem, however. Implementing a Sun architecture represented sizeable upfront costs, and at the same time Silver Tail Systems was shopping for servers, it was talking with venture capitalists. "The issue for us was that we needed to raise money, and we needed to raise it at a successful valuation," says Eades. So Silver Tail Systems had to demonstrate to potential investors that it was meeting key development deadlines while keeping overhead costs in control.

The company couldn't meet its development deadlines without servers.

Moreover, sinking large amounts of money into hardware would balloon operational costs, making Silver Tail Systems less attractive as an investment.

Fortunately, HP had a solution: the HP Renew Program.

## Customer solution at a glance

### Primary hardware

- HP BladeSystem c7000 and c3000 enclosures with HP ProLiant BL400 series blade servers
- HP ProLiant DL580 and DL585 servers
- Networked Storage Array (NAS) comprising two HP StorageWorks Modular Smart Arrays (MSAs): an HP StorageWorks MSA60 and MSA2000
- HP Workstations
- HP ProCurve networking products

### Primary software

- HP Integrated Control Environment software
- CentOS 5.5 Linux Enterprise operating system

### HP Services

- HP Renew Program
- HP support services



## Twice the hardware for the price

Silver Tail Systems learned about HP Renew from CPACinc.com who went one step further, offering Silver Tail Systems a financing option to allow it to further minimize its upfront capitalization costs. "CPAC really understood both our technology needs and our business case," Eades notes. "We decided to give HP Renew hardware a try."

Silver Tail Systems' technical requirements are demanding: its fraud detection algorithms must be able to monitor up to 500,000 website transactions or "clicks" per second. So it selected HP servers designed for compute-intensive workloads, including HP BladeSystem c7000 and c3000 enclosures with HP ProLiant BL400 series blade servers, and HP ProLiant DL580 and DL585 servers. All of the selected servers were equipped with Quad-Core Intel® technology to support a large memory footprint and maximum I/O expandability. The BladeSystem servers also provided built-in system redundancy to support the robust architecture Silver Tail Systems needs within its data center.

Because the HP hardware is industry standard, Silver Tail Systems can use the CentOS 5.5 Linux Enterprise operating system, further keeping the company's costs in check.

For storage, Silver Tail Systems chose a Networked Storage Array (NAS) comprising two HP StorageWorks Modular Smart Arrays (MSAs): an HP StorageWorks MSA60 and MSA2000. The storage systems push hundreds of gigabytes per hour, and store over five terabytes of customer data onsite.

Other HP remanufactured equipment Silver Tail Systems acquired include HP Workstations, which the company's engineers use for demanding operations like quality assurance testing. Silver Tail Systems selected HP ProCurve technology for its network.

As the Silver Tail Systems engineers began using their new server infrastructure, they started to appreciate the quality of HP hardware. "The functionality and performance of the HP equipment is outstanding," Eades says. "Whatever doubts we had about moving to HP were quickly put to rest."

The hardware is also highly reliable, since all HP Renew Program hardware is thoroughly inspected and re-certified by HP to ensure it performs like new equipment, and includes a full warranty. In addition, CPAC puts the product through another stringent inspection and configures Silver Tail Systems' servers and prepares them so that they will be plug-and-play ready when they arrive onsite. "We run on a very tight operating plan," Eades notes. "Because CPAC delivers turnkey systems, we don't have to expend our engineering resources on our servers."

HP Renew servers are also backed by the same warranties as new HP equipment, further bolstering Silver Tail Systems' trust in the hardware.

## A flexible program for purchasing quality equipment

Silver Tail Systems has come a long way since its start up days. From two employees, it has grown to 25. Its revenues are doubling every year. And it has secured some heavyweight clients, including financial institutions, U.S. government agencies, and high profile transaction-based companies.

Despite the fact that it could now afford to buy new hardware, Silver Tail Systems is so happy with the reliability and performance of its HP Renew servers that it continues to purchase them almost exclusively. It deploys HP Renew systems as it expands its internal test and development. Silver Tail Systems also uses

HP Renew servers for its Software as a Service (SaaS) offerings, and in some cases as the hardware component of its bundled security solutions. "One of our largest customer deployments is running on a Quad-Core HP server," Eades notes.

With that combination of performance and affordability, Eades sees no reason to stop using HP Renew systems. "The flexibility of the HP Renew Program got us started using HP hardware," he says. "The quality of the equipment keeps us going."

For more information on HP Renew servers or other HP products please contact:

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