

PRESCIENT

Prescient transforms its business with HPE ConvergedSystem

HPE ConvergedSystem 500 for SAP HANA empowers disruptive product innovation

Objective

To design, develop, and bring to market a new disruptive product offering (PrescientTraveler) utilizing cutting-edge big data analytics to serve global traveler safety

Approach

Evaluate and choose best analytic tools and IT architecture available to create highly available and redundant, scale out solutions to support new product

IT Matters

- Allows IT to scale out to quadruple initial operational capacity, up to 4TB
- Boosts productivity by 39% through increased workload performance
- Provides maximum flexibility for more options to support all growth scenarios
- Purpose-built and optimized for SAP HANA workloads
- Reduces SAP HANA backups (23TB) to 1.8TB of actual data through StoreOnce deduplication, for a significant data and cost savings

Business Matters

- HPE ConvergedSystem 500 for SAP HANA helps transform Prescient into market leader by enabling disruptive product design with advanced big data support
- HPE Factory Express pre-built turnkey design offers faster time to value
- Solution enables data-driven decision making and innovation
- HPE Financial Services financed the solution
- HPE enterprise-grade global support and experience enables success



Prescient, a global operations and solutions integrator, teamed with Hewlett Packard Enterprise (HPE) and its ready-to-go ConvergedSystem 500 for SAP HANA® to bring a new disruptive product, PrescientTraveler, to market in record time. Prescient pushed the bounds of big data analytics with its proprietary methodologies to provide advanced situational awareness and accountability to corporate and individual travelers anywhere in the world.

Empowering the data driven organization

The hallmark of today's Idea Economy is the ability to successfully turn ideas into value faster than the competition. HPE focuses on being a transformation partner for its customers and empowering them to become the disruptor in their industry. Prescient had

a new idea to make the traveler safer and leapfrog the competition and needed to get it built and to market immediately, to maximize its window.

International travel involves interacting with diverse cultures and complex, sometimes-risky environments. The problem with current traveler alert systems is that they generally rely on threat reports sent as lengthy, text-heavy documents. These traditional services often convey "threat reports" that are difficult or time-consuming to interpret or, worse, totally irrelevant to the subscriber as they describe "threats" that are of no real concern. PrescientTraveler is an innovative new mobile product that leverages HPE-driven big data analytics and proprietary methodologies to deliver graphical, quick-to-grasp "traveler coaching" that can be immediately understood. In a dangerous situation, a rapid response can mean the difference between

safety and harm. Prescient differentiates itself by helping mobile users quickly understand their environments and by providing security stakeholders the accountability that underpins duty of care.

“Prescient is at the forefront of innovation and we set out to create a product that defines industry standards for travel risk mitigation and duty of care,” asserts Mike Bishop, Managing Director and Chief Systems Architect, Prescient. “HPE helped us successfully transform our company with its ConvergedSystem 500 for SAP HANA by demonstrating it has the most powerful and flexible big-data architecture available. After determining that SAP HANA was the only platform that met our requirements for real-time geospatial and natural language processing, we then carefully looked for the right hardware. After exhaustive research, the HPE ConvergedSystem 500 for SAP HANA was a no contest decision.”

New disruptive design requires a higher order of big data flexibility

The requirements for success are huge. PrescientTraveler needs to compute large amounts of varied data quickly, and with the assurance of 100% no-fail availability. The reason? A traveler’s life may depend on it. Based on a subscriber’s itinerary and personal profile, historical information about relevant geo-political, factional, natural and technical risk factors merge with current events to form a comprehensive threat picture of the area in which they are travelling. The appropriate recommendations then display pictographically to the mobile

user in a manner that is easily understood. Regardless of a user’s language, they can understand the warning and take immediate action to ensure safety. This functionality comprises a disruptive innovation which raises PrescientTraveler to the competitive foreground. Instead of wading through time consuming text information, PrescientTraveler is alone in being able to quickly assemble and assess data from all these sources, and present a pictographic plan of action, in situ, that is immediately identifiable. In a possibly dangerous travel situation, every second counts.

“The HPE ConvergedSystem 500 benefits from a 25-years plus technical relationship with SAP, and it’s optimized to compute data of every type we require,” continues Bishop. “We estimate that the HPE ConvergedSystem 500 boosts our productivity by 39% through increased workload performance. Its ability to scale out, combined with HPE global support, really puts us in a superior competitive position. The HPE ConvergedSystem 500’s maximum flexibility and scalability provided more options than any other vendor.”

The HPE ConvergedSystem 500 was purpose-built and delivered to the Prescient staff pre-configured, pre-integrated and ready-to-go, with seamless, turnkey integration using HPE Factory Express service. As part of the PrescientTraveler greenfield project, the appliance was initially delivered to Prescient’s temporary site then, with the assistance of SAP HANA-certified engineers, it was relocated to the new PrescientTraveler data center a few months later. “HPE’s engineering support played a

“Our service offerings involve real-time data aggregation and analyses for the purpose of helping individuals and companies mitigate risk—to keep them safe. For that, our technical infrastructure must be totally reliable, disaster resilient, and highly scalable. The HPE ConvergedSystem 500 offered us the fastest path to value for SAP HANA, helping us transform our business operations by responding quickly to changing business requirements and market trends.”

– Mike Bishop, Managing Director and Chief Systems Architect, Prescient

critical role in the CS500’s relocation and integration into our final architecture at the new site,” says Bishop.

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“We estimate that taking delivery of the turnkey HPE ConvergedSystem put us ahead by about two months,” says Bishop. “When you’re coming out with a disruptive product, you want your competitive window to be as long as possible, and HPE ensured that we got to market as quickly as possible. It was a huge time-savings for us and allowed us to

immediately begin our development efforts. As we built the product, we weren’t sure how much capacity and storage we would need, and HPE was the only vendor that offered a huge scale out ability.”

In addition, Prescient worked with HPE to establish a complete carbon copy remote DR site with HPE Serviceguard for SAP HANA automatic failover and four levels of redundancy. HPE StoreOnce 4500 backup systems with HPE Data Protector software, asynchronously replicates the data across two geo-diverse data center sites to ensure availability and provide for platform redundancy. So far, Prescient has replicated 59TB of backup data across multiple sites. The SAP HANA data backups of 23TB of data, are reduced to 1.8TB of actual data by HPE StoreOnce deduplication, resulting in a significant storage and cost savings. The underlying precept for PrescientTraveler is that it must be 24/7 disaster-resilient and ready to go whenever accessed by a traveler. It’s architected to keep going no matter what, even if major portions of the US national grid goes down.

Customer at a glance

Application

Utilize HPE ConvergedSystem 500 for SAP HANA in support of new greenfield disruptive product called PrescientTraveler

Hardware

HPE ConvergedSystem 500 for SAP HANA Scale-Out Configurations (2-nodes with 120 processor cores each):

- HPE ProLiant DL580 Blade Servers Gen8
- HPE 3PAR StoreServ 7400 Storage
- HPE StoreOnce 4500 24TB Backup

Software

- Red Hat® Enterprise Linux® (RHEL) operating system
- SAP HANA software
- HPE Serviceguard for SAP HANA
- HPE Data Protector

HPE services

- HPE Factory Express
- HPE Installation Services
- HPE 3-year 4 hour 24x7 Proactive Care

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HPE ConvergedSystem scale-out design positions Prescient for limitless growth

“The real value proposition of the HPE ConvergedSystem 500 for us, aside from its technical prowess, is the fact that we can scale out to 4TB, and essentially quadruple our operating capacity by simply adding some memory and changing configuration files,” emphasizes Bishop. “This ConvergedSystem is monolithic, which simplifies my job as an architect. We are planning for at least two million customers within the first 12 months of operation but the HPE ConvergedSystem 500 can scale out to support 10-12 million customers with ease. The ConvergedSystem 500 is the perfect integration of HPE ProLiant servers powered by Intel® Xeon® E5-2600 processors, HPE 3PAR StoreServ 7400 Storage and HPE StoreOnce backup technology, finely tuned to maximize SAP HANA functionality and storage requirements.”

In closing, Bishop mentions that HPE’s technology and support offer peace of mind, both for the new customers to come and, not surprisingly, himself.

“HPE is part of the team,” he concludes. “From day one, everyone involved has been friendly and willing to work hard to help us build the best solution in the market, even down to financing the entire solution. PrescientTraveler is designed to give global travelers peace of mind and safety while ensuring corporate subscribers maintain accountability. However, HPE has really added to my peace of mind, as well. I find HPE responsive, expert in SAP HANA and big data solutions—and sometimes it feels like they’re part of our workforce.”



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4AA6-3685ENW, January 2016