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GreenLake

Boutique firm takes on public cloud giants

Cybolt expands market share and launches new offerings while increasing affordability

Cybolt Managed Services delivers always-on cybersecurity and cloud services to the public and private sectors. Pairing flexible, readily available hardware with a personalized customer experience and precise costing and procurement initiatives, Cybolt expands its market share and competes directly with big brand cloud service providers.

Boutique service provider faces public cloud giants

Being a boutique service provider in the public cloud space brings a host of challenges to Cybolt Managed Services, including the requirement to be nimble enough to offer bespoke services while also remaining technologically armed to face off with big brand competitors.

“In the cloud business, we fight every day against the public cloud providers like Amazon and Google™,” says Salvador Aranda, BU director of resilience and marketing for Cybolt. “To stay competitive in the market, we rely on our ‘boutique’ approach to cloud services. Our business model promotes close customer relationships—we know our customers very well.”

Aranda explains, “It’s important to our business to maintain our service standards and the personalized feel that makes us unique. And we refuse to sacrifice one for the benefit of the other.” Cybolt’s approach resonates with customers from diverse industries; the company boasts customers from both the public and private sectors and crosses industry verticals such as financial services, retail, and manufacturing.

One way the company retains its market position is through hardware provisioning. “To maintain both the service standards and the personalized touch our customers expect, we require readily available hardware,” says Aranda. “As the entire market encounters supply chain issues, we don’t have to worry about obtaining the hardware needed to support our clients. Instead, we’re able to focus on growing our business and footprint within the market.”



Industry: Cybersecurity

Country: Mexico

Vision

Provide readily available cloud services and cybersecurity solutions to customers in Mexican and American markets.

Strategy

Deliver a local, scalable, cost-effective solution in a faster time to market to compete with big brand providers.

Outcomes

- Improves business insight, reducing business and customer costs
- Speeds customer onboarding from one year to less than one week
- Enables 100% uptime, supporting new-to-market solutions

Staying local matters for regulated industries

“Our biggest market differentiator is that our data center is in Mexico. Our customers know exactly where their data lives,” says Aranda. “We offer the same services to public cloud users but in a private cloud environment that is within the Mexican territory, which is essential for regulated industries.”

The Mexican government strictly regulates data storage for industries with sensitive user data, and Aranda and his team of engineers proudly maintain a certified data center, only 40 miles outside of Mexico City, powered entirely by HPE technology. The location of Cybolt’s data center also enables the company to support more than half of the top international banks conducting business in Mexico.

“We love working with customers in financial services, but you need to be great at what you do to be trusted by the industry,” says Aranda.

Financial services customers expect their systems to be operational 24x7, 365 days a year. “Regardless of SLAs stating 99.999% availability, customers in these industries expect our services to be online 100% of the time,” explains Aranda. “We do not have time for breakdowns or maintenance windows.”

The HPE GreenLake edge-to-cloud platform running HPE Alletra dHCI infrastructure ensures Cybolt’s infrastructure is always available. “We can only provide 100% uptime when we have the right infrastructure, hardware, and support services,” says Aranda.

Aligned strategies sharpen competitive offering

“Our future strategy is to offer computing and cybersecurity services to both the Mexican and American markets,” says Aranda. In early 2021, Cybolt began looking for partners to improve the services available to its current customer base while also preparing the company for future expansion into the American market.

Alongside technology partner, Compucentro, Cybolt selected the HPE GreenLake platform for its virtualized environment, running HPE Alletra dHCI solution, which utilizes HPE ProLiant DL360 servers and leverages the AI



for the infrastructure of HPE InfoSight. “The most important thing for us is that HPE GreenLake allows us to have the hardware already installed in our data center, regardless of whether or not we’re using it today,” says Aranda.

“Right now, HPE GreenLake is helping us move ahead by reducing our up-front investment in hardware and expanding our infrastructure capacity in only a few hours,” shares Aranda.

Growing market share, expanding services

The flexible pay-per-use* offering from the HPE GreenLake platform enables Cybolt to grow its market share without concerns of hardware availability. “We’re getting hardware as fast as we can, but we aren’t paying for that hardware unless we’re using it,” says Aranda.

“The HPE GreenLake platform also allows us to be competitive, as it eliminates the procurement issues other vendors are experiencing, such as long wait times for hardware,” says Aranda. Previously, Cybolt was waiting up to a full year to receive hardware from traditional hardware vendors, causing a significant delay from signing a customer to providing them with services.

* May be subject to minimums or reserve capacity may apply



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– Salvador Aranda, BU Director Resilience and Marketing, Cybolt Managed Services

Now, with the data center fully provisioned, Cybolt is ready to welcome new customers and expand services with existing customers. “If a customer were to approach me tomorrow, I would already have the capacity to support them,” says Aranda. “I believe it is better to have the hardware available now, so we are as fast as possible when a new customer approaches us.”

Improved business insights speed time to market

With the HPE GreenLake platform, Cybolt’s entire costing process has been refined. “The business model of HPE GreenLake allows us to identify our customers’ data usage precisely,” says Aranda.

Cybolt now has an accurate overview of the infrastructure’s capacity and how each individual customer’s data fits into the equation. “Now our costing process is directly aligned with our hardware,” explains Aranda. “We ensure our cost savings are transferred to our customers. They simply aren’t being charged for infrastructure they aren’t using.”

Cybolt naturally understands the impact of these savings, as it is now fully provisioned, but paying less. The company has a capacity for 100 TB yet it’s only using approximately 25 TB, thanks to a 4x improvement in data reduction capacity. Aranda says, “I have

access to 100% of the hardware, but I’m only paying for what I’m using.”

“Ultimately, our time to market is now faster and our services are more competitively priced,” says Aranda. “And—our customers are pleased because they have access to infrastructure whenever they need it.”

Cutting-edge technology, happy engineers

Cybolt’s engineers are thrilled with the new infrastructure. “When you have hardware that is not failing or requiring support, you have a happier team,” says Aranda.

With the new HPE GreenLake platform in place, Cybolt has seen 15% to 20% savings in the time previously needed to manage its infrastructure. “We are now saving time in hardware management,” says Aranda. “They rarely encounter an issue with the new system and are able to improve our usage daily.”

Aranda’s engineers are now able to automate processes that were manual with the legacy solution. This time savings has allowed some team members to reskill and focus their attention on the cybersecurity arm of the business. Aranda explains, “The engineers feel their day-to-day workload is more manageable, thanks to hardware with fewer issues and more options for automation.”

The updated infrastructure has also contributed to an increase in engineer satisfaction. “Our team is working hands-on with the best technology in the market,” says Aranda. “The engineers are more than happy to be working in the data center with top-of-the-line equipment.”

Aranda concludes, “It’s not just that our engineers are talented and smart, it’s that they are now supported by tools that enable them to perform better.”

A strong foundation for the future

Cybolt has strengthened the foundation of its business with the support of its new infrastructure. With its HPE GreenLake platform, Cybolt now offers both managed cloud services and cybersecurity services. “HPE GreenLake is the foundation for our ultimate offering—cybersecurity,” says Aranda.

Cybolt has built out its entire cybersecurity offerings based on the compute resources from the HPE ProLiant servers now available with the HPE Alletra dHCI. Aranda explains, “The hardware helps us provide cyber intelligence and better understand the relationship between cybersecurity-related events. These services all use AI, which needs significant compute resources.”



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These resources form the core of Cybolt's planned services for the American market. Aranda and his team envision an opportunity to provide cybersecurity expertise to a market that is projected to be short of millions of cybersecurity professionals in the coming years. There are currently over 700,000 unfilled cybersecurity positions in the continental U.S. alone.¹

“Again, our time to market in this space is faster because we already have the infrastructure,” explains Aranda.

As a new business competing for market share, Cybolt needs to be agile and flexible to respond to customer needs. And it has built a data center that is fully provisioned to meet the cybersecurity demands of customers in Mexico and position itself to meet the goal of entering the US market. Aranda says, “In the instance of onboarding a new customer, our new platform does almost anything we need it to do, eliminating the need for our team to make manual changes. This allows us to stay competitive, and ultimately compete with the biggest names in the industry.”

Solution

- HPE GreenLake Platform

Hardware

- HPE Alletra dHCI
- HPE ProLiant DL360 servers

Software

- HPE InfoSight
- VMware®

Key partners

- Compucentro

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hpe.com/us/en/storage/alletra.html

¹“Companies are desperate for cybersecurity workers—more than 700K positions need to be filled,” Fortune Education, June 30, 2022

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