WS **WorldStream**
Internet Solutions

"We can deploy new specially customized servers for our customers within one hour. Fujitsu enables that speed and flexibility, which keeps us at the forefront of the market."

Dirk Vromans
CTO
WorldStream

WorldStream turns to FUJITSU Server PRIMERGY rack system units to meet growing server performance, affordability and customizability needs.

At a glance

Country: Netherlands
Industry: Telecommunications
Founded: 2006
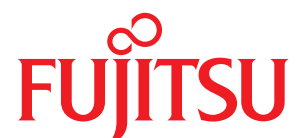Website: worldstream.nl

Challenge

WorldStream found that dealing with major server vendors was time consuming and frustrating. Requests often went unanswered for weeks, which WorldStream, as a fast-growing company, could not afford. It therefore wanted to find a responsive, reliable server partner.

Solution

Together with Copaco, WorldStream trialled 250 FUJITSU Server PRIMERGY units, equipped with Intel® Xeon® processors. These proved such a success that it quickly ordered 2,500 more, with a further 2,500 servers expected later this year.

Benefit

- WorldStream customers can customize their Fujitsu PRIMERGY servers with specific processors, main memory, and controllers to their needs
- The servers outperform the competition despite consuming 10-20 percent less energy
- New servers can be delivered in just one day, enabling WorldStream to respond quicker to new demands
- Advanced Fujitsu management tools enable customers to manage their own servers, reducing the burden on internal resources

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Customer

Founded in 2006, WorldStream is a well-known internet service provider (ISP) from the Netherlands, with thousands of customers around the world. The company combines years of experience with a highly-trained and enthusiastic workforce that always meets the demands of its customers. These technical professionals create the most secure hosting environment for critical applications and services, as well as an unbeatable value for money ratio. the company has grown more than 800 percent in the past five years thanks to the flexibility and overall user experience it offers.

Products and Services

- FUJITSU Server PRIMERGY RX2540
- FUJITSU Server PRIMERGY RX2510
- FUJITSU Server PRIMERGY RX1330

Agile server fleet expansion

The entire business proposition of WorldStream depends on its ability to provide reliable, high-performing server capacity to its customers. In the past, it used a number of different vendors, but found it difficult and time-consuming to add new inventory. As a fast-growing company, it wanted to find a more responsive hardware partner.

"It was hard to maintain a good relationship with the major server vendors because they were not responsive and took a long time to answer our requests," explains Dirk Vromans, CTO, WorldStream. "If we needed a new batch of servers – and we need 2,500 a year on average – negotiations were a minefield. Basically, they didn't take us seriously, saw us as a risk, and were rude and arrogant as a result."

Nevertheless, WorldStream still needed to expand its server fleet to meet its ever-increasing customer base. It approached local IT specialist Copaco to expand their server inventory with Fujitsu.

"I'd always thought of Fujitsu as an enterprise-focused hardware vendor; not one that played in the ISP space, but I immediately saw that they could provide the performance we needed at an affordable cost," adds Vromans. "In fact, we became the first ISP customer in the region based on build quality, and the fact Fujitsu has a factory in Germany means we aren't waiting for orders from China like previously."

Customizable servers on tap

WorldStream began with an initial order of 250 FUJITSU Server PRIMERGY RX2510 and RX1330 units, all equipped with Intel® Xeon® processors. It was impressed with the wide range of customizable options on offer, which allowed it to offer much more flexibility to its customers.

"We are known for our great support, our speed, and our ability to create customized hardware. Other vendors tend to lock you into their own architecture, however, Fujitsu is entirely open, so we can put in different processors, for example," says Vromans, adding, "Our customers can choose RAM capacity, uplink speed, controllers, and specific processors, and everything is always in stock at Fujitsu. If we ask: can we have one hundred servers today? The response is always: no problem."

WorldStream quickly extended its order to 2,500 Fujitsu servers, part of an overall data center with a total of 10,000 self-owned servers, supporting 3,500 customers - 90 percent of whom are outside the Netherlands.

"When it comes to dedicated bare metal servers, we are one of the top three in Europe. We can deploy new servers for our customers within one hour, and we promise to respond to enquiries within 15 minutes," comments Vromans. "Fujitsu enables that speed and flexibility, which keeps us at the forefront of the market."

Reliable, responsive, and high performing

For WorldStream, Fujitsu offers myriad benefits; not least the ability to customize on demand. It also enjoys speedy delivery of new inventory, reliability, and responsive support. Whereas other vendors would take weeks to reply to requests, Fujitsu responds within hours. This makes for a close, collaborative partnership that serves both parties well.

"If there is a problem, Fujitsu will have it sorted out within 24 hours. The engineers are very knowledgeable and are always equipped with the right tools, so they don't have to go back and forth," remarks Vromans. "Moreover, the server management tools are the most advanced on the market, so our customers can easily manage their own servers, which they love. That means less of a burden on my team."

Vromans has also carried out his own benchmarking to assess the performance of the Fujitsu servers - with them coming out on top compared to the competition. They also consume 15-20 percent less energy than equivalent machines – which when you are running thousands of servers, translates into significant savings.

"Data centers consume huge amounts of electricity, so anything we can do to reduce both our bills and our carbon footprint is greatly welcome. It is also something that appeals to our customers," says Vromans. "In fact, many customers now specify that they want to be hosted on Fujitsu because of both the self-service management and the lower energy consumption."

Looking ahead, Vromans is confident that Fujitsu will be the first-choice server partner for the thousands of units added each year. In order to meet increasing demand, WorldStream is expected to order a further 2,500 machines in the near future.

"We are always considering new services – for example, we see new market demands like hosted content stored as 4K video, however, this will be upgraded to 6K in the next five years, so just for such services alone we already foresee an increasing need for servers and storage," concludes Vromans. "Fujitsu offers us the best possible performance at an affordable cost, so it will always be our number one choice."

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Contact a representative at: AskFujitsu@uk.fujitsu.com

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