

“The people of Fujitsu are really transparent and feel really trustworthy. So it’s fun to work with them because it’s also a partnership. Fujitsu in a word? Co-creation!”

Stephan Van den Eynde  
CEO  
Hapbit

## Providing hyper-converged infrastructure to help keep the lights on for Hapbit & McDonald’s

### At a glance

Country: Belgium

Industry: IT

Employees: 60+

Website: [www.hapbit.be/](http://www.hapbit.be/)

### Challenge

Hapbit, a Belgian Managed Service Provider, based in Antwerp, wanted to offer services to its customers, as well as hardware.

### Solution

Hapbit use Fujitsu to help keep the lights on. They recently bought Fujitsu Integrated System PRIMEFLEX for Microsoft Azure Stack HCI to deploy a hyper-converged infrastructure based on Fujitsu PRIMERGY RX2540 rack servers.

### Benefits

- The move to a hyper-converged infrastructure brings costs savings and greater control
- Certified environment is Microsoft compliant
- Scalable and reliable infrastructure with near impossibility of downtime

## Customer

Hapbit started in 2005 as a 1-man company, founded by Stephan Van den Eynde. In 2017 they moved to their new offices in Antwerp. Today Hapbit deploys 60 people who manage the infrastructure requirements for many customers in Belgium. Their most well-known customers are McDonald's and Tom&Co.

## Products and Services

- FUJITSU Integrated System PRIMEFLEX for Microsoft Azure Stack HCI
- FUJITSU Server PRIMERGY RX2540 servers



## Building better businesses

Hapbit uses technology to make their customers' businesses better, helping them enable change and digitally transform. Originally founded as a service desk company, Hapbit has since evolved to partner with organisations from SMEs to multinationals to try to find out what they really need, and what they really expect from their managed services provider. And so they have expanded into field services, installations of material in the field, as well as security, network management and 24/7 support.

For example, they're working to build a better McDonald's in Belgium by providing the technology that keeps self service kiosks working.

As Stephan Van den Eynde explains: "the self-service kiosks that McDonald's have are a great tool to increase service to customers, but also to increase visibility for customers in the product portfolio of McDonald's. And what we really need to make sure is that the kiosks are running 100% safe and running 100% at a normal speed. Nobody wants to wait, if somebody touches the screen, the screen needs to react, and if you want to pay the payment terminal needs to work perfectly. So Hapbit tries and succeeds in making sure that all these components are working perfectly together."

## Keeping the lights on

People now expect their IT to just work, like electricity or water, running in the background. And when IT doesn't work, a business like McDonald's would just grind to a halt.

As Stephan Van den Eynde explains: "We couldn't do this without Fujitsu. Fujitsu is our technology partner for our internal infrastructure. In the past we did it with all separate materials and separate IT parts like storage clusters, hosting clusters, virtual clusters, network material et cetera, with the introduction of the Fujitsu hyper-converged system we now have a system that is optimised to work with all components delivered by Fujitsu, and the maintenance is near to nothing at this moment."

CTO Ghislain Meulenijzer was partly responsible for choosing Fujitsu as a partner, saying "Hapbit has chosen to work with Fujitsu because they are really available. It's easy to work with them, they have talented people, very skilled people, so it was an obvious choice compared to other suppliers. We use their Integrated System PRIMEFLEX for Microsoft Azure Stack HCI to deploy a hyper-converged infrastructure based on Fujitsu PRIMERGY RX2540 rack servers."

He continues: "We've chosen the Fujitsu solution based on Microsoft's Azure Stack HCI, because it is a certified environment which is highly available and which is also stamped by Microsoft as being compliant. High availability and scalability was very important for us. The benefit for McDonald's is that they experience almost no downtime with this new infrastructure."

## Helping customers win together

Hapbit are continuing to support the modern CIO who uses technology to drive business growth. As Stephan Van den Eynde explains: "Why? Because technology has become the gateway to everything employees need to do their jobs. Access to people and access to information, all of this relies on digital infrastructure. And who does business call when their infrastructure goes down? Their IT managed service provider (MSP). It's all about the trust in that relationship. With Fujitsu we can give a business, large or small, that trust."

For instance, Hapbit and McDonald's are winning in this space because of the co-creation between marketing, digital innovation and IT. McDonald's now have a unique guest experience that differentiates them from the competition. And that experience is derived from a seamless cohesion of data, digital offerings and marketing expertise.

"Companies that win in their IT tend to win overall, and by working together businesses like McDonald's, Hapbit and Fujitsu can all achieve more," explains Stephan Van den Eynde.

Hapbit and Fujitsu will continue to work together to build better businesses in Belgium. "The people of Fujitsu are really transparent and feel really trustworthy. So it's fun to work with them because it's also a partnership, it's not only a customer supplier relationship where price is the only thing to look at but it's really interesting to see and feel how they keep following us. Even after the deal has been made they come to us, they want to learn how we are using the systems, and how they can help out in increasing the support," says Stephan Van den Eynde.

## FUJITSU

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