

Hewlett Packard Enterprise



Objective

Ensure platform stability and Big Data analytics performance to accelerate time-to-solution for customers

Approach

Partner with The unbelievable Machine Company to manage intelligent, Automatic Ticket Distribution (ATD) platform on HPE ProLiant Gen9 servers.

IT Matters

- Ensured superior service delivery with a high-performance platform
- Provided availability and stability to meet SLAs
- Optimized costs with industry-standard, high-density, energy efficient platforms

Business Matters

- Delivered a new, intelligent approach for innovative service management
- Provided a stable platform to meet customer expectations
- Ensured successful deployment on schedule despite ambitious timelines

Samhammer AG halves time-to-solution with *um's Hadoop-as-a-Service on HPE ProLiant server

HPE ProLiant servers ensure stability and performance for Big Data analytics



With the promise to halve their customers' time-to-solution, Samhammer AG searched for a service provider with specialized Hadoop skills to deploy and manage a new, innovative helpdesk platform leveraging Big Data analytics. Powered by HPE ProLiant Gen9 servers, The unbelievable Machine Company was able to implement the solution successfully and on schedule despite the ambitious timetable. Greater agility for Epic

Drive innovation for increased customer satisfaction

With more than 25 years' experience, Samhammer AG is an international provider of helpdesk services, business process outsourcing, and software for service management. Samhammer AG's more than 400 employees leverage their deep industry expertise to deliver innovative helpdesk solutions for many of the world's leading companies in the automotive, electrical, IT, mechanical engineering, renewable energies, and banking industries.

Samhammer AG's web-based, business-to-business (B2B) service management platform—including the First Answer technical helpdesk—enables companies to improve, control, and monitor service

“Our cooperation with The unbelievable Machine Company (*um) and leveraging HPE server technology was crucial to the success of integrating our new, intelligent Automatic Ticket Distribution (ATD) capabilities to enhance our web-based First Answer Helpdesk Software.”

– Thomas Hellerich, Chief Operating Officer (COO) at Samhammer AG

processes, as well as linking people with knowledge and procedures. But as a company that’s continually looking to push the boundaries and deliver increased customer satisfaction, Samhammer AG wanted to enhance First Answer by adding artificial intelligence to accelerate time-to-solution.

“Our promise to our customers is to halve their time-to-solution,” says Thomas Hellerich, Chief Operating Officer (COO) at Samhammer AG. “Our cooperation with The unbelievable Machine Company (*um) and leveraging HPE Server technology was crucial to the success of integrating our new, intelligent Automatic Ticket Distribution (ATD) capabilities to enhance our web-based First Answer Helpdesk Software.”

Based on MapR’s Converged Data Platform—that integrates the power of Hadoop and Spark with global event streaming, real-time database capabilities, and enterprise storage for developing and running innovative data

applications—Samhammer AG developed a patented, intelligent Automatic Ticket Distribution (ATD) capability. ATD leverages the power of Big Data to analyze in real-time user queries entered in natural language, and matches the input with a knowledgebase to provide best effort answers. If the answer is not in the knowledgebase, the system identifies an agent or team with the relevant expertise and forwards the ticket directly to them to ensure the fastest possible resolution.

Choose a partner, not just a service provider

“We didn’t want just any service provider to run the ATD platform for us,” says Hellerich. “We wanted a partner who was also a leading data specialist. They needed to cover all of our requirements from Big Data consulting to implementation to managing the ATD platform. The unbelievable Machine Company was able to focus on the needs of the solution and satisfy all of our requirements.”

With data centers in Frankfurt, Berlin, and Amsterdam, The unbelievable Machine Company—also known as *um—offers co-location, managed hosting, and cloud services with core expertise in Big Data, e-commerce, and PCI-DSS. With over 120 experts for Big Data, Data Science, and Cloud Services in Berlin and Vienna, The unbelievable Machine Company offers both enterprise-ready, Hadoop-as-a-Service on top of *umCloud, and on-premises Hadoop projects to address the specific needs of each customer.

“We’re not a commodity service provider,” says Mario Apitz, Director of Operations at The unbelievable Machine Company. “Our value proposition for Samhammer AG is that we specialize in Hadoop and can provide both a dedicated cloud platform and the skills they need to manage the ATD solution to meet both their commitment and their customers’ expectations.”

Choose the right platform

“When it came to selecting the servers to run the solution, *um helped us to evaluate a number of alternatives,” adds Hellerich. “We chose HPE ProLiant Gen9 servers because of their exceptional performance, as well as the fact that they’re easy to deploy, manage, and maintain. Together with *um we designed a multiple-node Hadoop cluster that’s allowed us to meet the needs of our customers.”

Powering Samhammer AG’s ATD platform, HPE ProLiant Gen9 servers deliver more compute and storage capacity in a smaller footprint with lower energy consumption—all critical considerations for a mid-market service provider like The unbelievable Machine Company. Faster compute, memory, and I/O performance, coupled with increased

storage and lower latency networking performance translates to accelerated time-to-solution for ATD end-users. And built-in platform redundancy together with The Unbelievable Machine Company’s best practices and Hadoop proficiency assures Samhammer AG’s customers of 24x7 availability.

“We always use brand servers, not white boxes,” says Apitz. “Our message to *um customers is that we provide a secure, highly-available environment built on brand components that are quick to deploy and easy to maintain. With HPE ProLiant servers we accelerate time-to-solution and provide a stable platform that gives our customers the competitive advantage that they’re looking for.”

“That’s why we recommended HPE ProLiant Gen9 servers for Samhammer AG’s ATD project,” explains Apitz. “With ATD being sensitive to both latency and performance, HPE servers offer the compute capabilities they need along with reliability and availability. In addition, HPE’s server management tools—such as HPE Integrated Lights-Out (iLO)—integrate seamlessly with our existing management toolset that we use to deploy, manage, and monitor all of the environments within our data centers.”

Create a better customer experience

“The challenge we had was to implement Big Data methodologies for semantic analysis of incident descriptions in First Answer within just a few weeks,” says Hellerich. “We wanted to provide our customers with an even faster and more reliable solution for their reported incidents.”

Customer at a glance

Application

- HPE ProLiant servers power The unbelievable Machine Company data centers, enabling them to offer stable, high-performance infrastructure solutions to enable innovation.

Hardware

- HPE ProLiant Gen9 Servers

Software

- HPE Integrated Lights-Out (iLO)

By leveraging the rapid deployment capabilities of HPE ProLiant Gen9 servers and the Hadoop expertise of the The unbelievable Machine Company, Samhammer AG's new ATD solution was rolled out within just four weeks. This resulted in tangible benefits for their First Answer customers. Quickly analyzing each incident ticket as it's opened and automatically assigning an appropriate agent with specialization in the requested topic, significantly reduces time-to-resolution. This enables customers to rapidly answer questions and resolve problems, and allows Samhammer AG to keep their promise of halving time-to-solution for their customers.

"At *um we focus on creating a competitive advantage for our customers. We develop unique solutions that meet the precise, individual challenges of each company. We tackle complex problems with innovative thinking, practical approaches, and new, effective technologies," states Apitz. "We pride ourselves in our ability to act fast but still pay attention to every little detail. So when Samhammer AG said that they needed the ATD service to go live within just a few weeks, we were able to quickly leverage our Data Science methodology and Big Data proficiencies to meet their requirements."

Realize the vision

Hellerich agrees: "Together we've built a solid base for our new First Answer ATD platform. With HPE servers providing a stable foundation and the professionalism and flexibility of *um, we were able to implement ATD successfully and on schedule despite the ambitious timetable. It's exceeded our expectations."

"Our partnership with HPE as one of the world's leading IT companies allows us to offer Samhammer AG what they need to grow their business," expands Apitz. "Samhammer AG is an innovative company that is constantly pushing the boundaries to provide better service offerings to their customers. So they're looking for partners with innovative technology solutions to enable their business. The HPE relationship allows us to give that to them—a technology partnership that enables innovation."

Hellerich sums it up: "Together with HPE and The unbelievable Machine Company, we've built an innovative solution—a new approach for service management."

Our solution partners



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