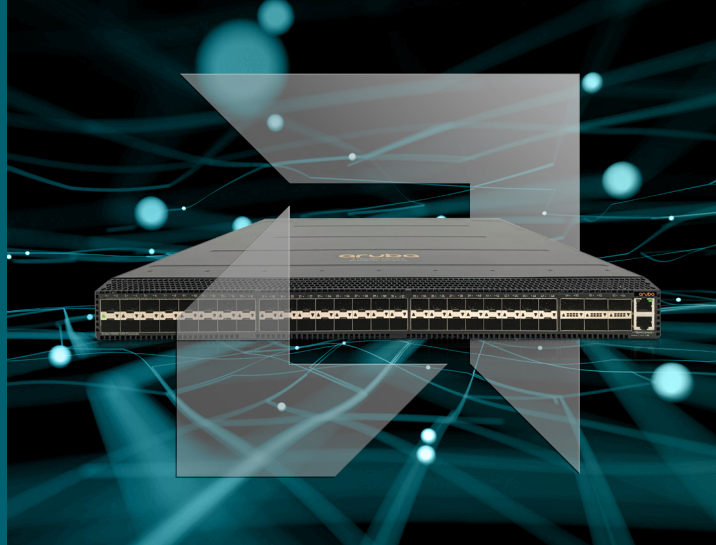


# PQR OFFERS NEXT-GEN MANAGED IT SERVICES USING HPE ARUBA CX 10000 WITH AMD PENSANDO™



## PQR

AMD Pensando DPUs help PQR enable Everything as a Service platforms for clients, built around zero trust and rapid scalability

### INDUSTRY

IT Managed Services

### CHALLENGES

Deliver leading services with customer-specific benefits while managing operational costs and processes

### SOLUTION

Flexible data center services based on the HPE Aruba CX 10000 with AMD Pensando, managed by Aruba Fabric Composer

### RESULTS

83% reduction in data center network security infrastructure footprint

### AMD TECHNOLOGY AT A GLANCE

AMD Pensando DPUs in the HPE Aruba CX 10000 Smart Switch

### TECHNOLOGY PARTNER

HPE Aruba Networking

### PQR: Netherlands Company with Three Decades of Managed Services Expertise

Over the last 30 years, PQR has transformed into a trusted advisor for managed services. Today, it provides services across the workspace, networking, security, data center, and IT management. PQR is an HPE Aruba Networking Managed Service Partner and part of Bechtel Group.

PQR plans to build service revenues by creating a new data center offering that emphasizes security, scalability, and operational simplicity.

### Shifting Towards Everything as a Service

The IT services industry has evolved considerably over the past 40 years. From resellers of hardware working on big deals to strategic partners closely linked to customers' daily operations, it is a move that some have found easier than others. Founded in 1990, PQR can be considered a remarkable success story. The Dutch business has never stopped evolving; today, it delivers solutions across data centers, security, workspace, and more. The emphasis is very much on everything as a service.

"We've seen a steady shift to service revenue," says Marco Lesmeister, Managing Director, PQR. "Everything is now as a service."

The challenge for PQR is to deliver a seamless service experience while effectively managing operational costs and processes..

"We'd like 70% to be standardized, with the remaining 30% focused on a bespoke service for specific customers. That 30% is where we can show our expertise and value," says Lesmeister.

The data center business is viewed as ripe for growth, and transformation. Enterprise customers recognize the significance of modern cloud-native applications, the integration of their private infrastructure with the public cloud, and the challenge of ensuring an auditable security trail. These are the challenges PQR is transforming itself to help address.

### Creating a Simple, Secure Data Center Experience

PQR is creating a high-performance data center service offering for specialized workloads, built around zero trust and rapid scalability. Thierry Lubbers, Principal Consultant Networking, PQR, says this has been achieved with a 50% saving in total cost of ownership (TCO) compared to existing solutions.

**"We know security is a big issue for customers. We can now create more detailed, up-to-the-minute security reports."**

– Thierry Lubbers, Principal Consultant Networking, PQR

**“PQR’s aim is to advise, design, build, transform, and manage hybrid data centers that meet the requirements of today and the future. Wherever possible, we want to automate.”**

– Marco Lesmeister, Managing Director, PQR

**“The idea is that everything can and will be automated,” Lubbers explains, “from onboarding to upscaling. That requires a state-of-the-art network with a new approach.”**

For PQR customers, the data center experience should be quick, straightforward, and always on. At the backend, PQR needs to ensure that operations will be far more efficient and that the correct security governance is in place. The PQR technical team can then be focused on service delivery, and not on granular operations

**“From an infrastructure perspective, our goal is to have everything in place so we can onboard new customers quickly,” Lubbers continues. “With our new data center approach, we can move quickly to provision the right environment, without needing to over-invest in underutilized infrastructure.”**

There will also be an abundance of performance data or telemetry.

**“With everything integrated and automated, you get more insight,” adds Lubbers. “We see data flows that just weren’t available to us previously.”**

Lubbers notes that PQR is only just beginning to explore the possibilities of this data. He expects his team to be able to spot trends or head off potential issues. The insight will inform productivity gains. There should be fewer surprises, and with automated recovery, it should be quicker to have operations back up and running. **“New dashboards will make our service more transparent to customers,” Lubbers adds.**

## Segmenting the Data Center to Reduce Risk

At the core of PQR’s next-generation data center service is the HPE Aruba Networking CX 10000, integrating AMD Pensando™ DPU technology. This represents a new category of data center switch. It builds upon the AOS-CX-based automation framework, and introduces a new network orchestration solution, combined with the industry’s first hardware-accelerated services processor. For IT service provisioning across compute, virtualization, storage, and network infrastructure environments, PQR believes the Smart Switch will make manual and siloed activities a thing of the past. This entirely new switching architecture enables PQR operators to seamlessly extend the capabilities of its new leaf-spine fabric across three data centers. PQR can natively provide 800 Gb/s of distributed stateful

firewall throughput for East/West traffic, deliver zero trust microsegmentation, and obtain pervasive telemetry data. In the future, stateful NAT and encryption services will be part of PQR’s roadmap for its customers.

**“Everything is configured in HPE Aruba Networking Fabric Composer (AFC), then automatically deployed,” says Lubbers. “You just let AFC take over and do its work to generate and configure the fabric.”**

AFC allows PQR to provision, configure, and optimize customer networks in real time without the need for user intervention. PQR can also set bespoke policies based on specific customer needs.

Thanks to microsegmentation combined with distributed native services for each workload, the data center network is split into secure and isolated segments, reducing the risk of the entire network being contaminated in the event of a cyber attack. For each of those segments, there are clear policies governing access and mutual communication. This significantly reduces the costs associated with using edge firewalls or VPN appliances and provides enhanced throughput. **“It can secure all traffic, from bare metal to appliances, as well as from backup and storage to virtualized. PQR is expecting savings of 50%,” says Lubbers. “More importantly, we have security where we need it.”**

From a strategic business perspective, this enables PQR to encrypt data between its three data centers or when it connects to a customer’s data center. **“This new architecture fully supports our hybrid cloud vision,” Lubbers adds.**

The adoption of CX 10000 switches is the latest move in strengthening the relationship between PQR and the vendor.

**“PQR has been in partnership with HPE for 30 years, and we are confident about the future of this partnership,” says Lesmeister. “The HPE Aruba Networking CX 10000 serves as the foundation for our data center architecture. It ties in everything, from scalability to management and security.”**

## Solution Benefits

- Provides flexible, consumable, and managed data center services
- Delivers insight into all traffic and data flows
- Secures all traffic, from bare metal to appliances, from backup and storage to virtualized
- Reduces data center firewall costs by 50%

## About PQR

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## About AMD

For more than 50 years AMD has driven innovation in high-performance computing, graphics, and visualization technologies. Billions of people, leading Fortune 500 businesses, and cutting-edge scientific research institutions around the world rely on AMD technology daily to improve how they live, work, and play.

AMD employees are focused on building leadership, high-performance, and adaptable products that push the boundaries of what is possible.

For more information about how AMD is enabling today and inspiring tomorrow, visit the AMD (NASDAQ: AMD) [website](#), [blog](#), [LinkedIn](#), and [Twitter](#) pages.



## Learn More About AMD Networking Solutions:



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