

PARTNER SUCCESS STORY

Green Tea Technology Becomes a Strategic IT Partner with HPE GreenLake

Partner:

Green Tea Technology

End-Customer:

Direct Digital Holdings

GREENTEA TECHNOLOGY
TRUSTED TECHNOLOGY ADVISORS

The Challenge

Direct Digital Holdings (DDH) is a full-service programmatic advertising company that brings state-of-the-art supply- and demand-side advertising platforms together under one umbrella solution. Through advertising technology, data-driven campaign optimization, and other digital advertising services, they extend the reach of advertisers within the general market and multicultural media properties. Their offerings generate significant ROI for middle-market advertisers in healthcare, education, financial services, and consumer products, among other industries.

As a programmatic advertising provider, their platform's performance and ultimately their business depends on the reliability and performance of their IT infrastructure. However, with their previous infrastructure, they lacked visibility, control, flexibility, and the ability to diagnose and fix problems.

DDH was scaling rapidly, so they needed an IT infrastructure that could scale effectively, while also meeting their needs for cost predictability, security, and low latency.

How Green Tea Technology, TD SYNnex & HPE GreenLake Delivered

To accommodate these needs, DDH turned to Green Tea Technology, an IT solutions provider whose specialties include IT infrastructure, the cloud, security, and digital marketing, among others.

Green Tea Technology assessed DDH's needs and suggested transitioning to HPE GreenLake, a pay-per-use IT infrastructure solution that delivers cloud-like economics and flexibility. But since HPE's hardware is deployed onsite, they would also gain the control, performance, and security offered by on-premises infrastructure.

Once the decision was made to go with HPE GreenLake, all four teams collaborated closely to design, develop, and deploy HPE GreenLake in a colocation facility. TD SYNnex acted as a distributor and close partner, providing

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"DDH is ready to go fast and furious, because they're growing really fast. They needed a full 24/7 IT infrastructure that would reduce latency...and we expect a minimum of 5x performance improvement with HPE GreenLake."

**- Brad Davis, Owner/CTO
Green Tea Technology**

a solution architect and operational guidance, HPE provided ongoing technical support through a dedicated account team, and Green Tea Technology put DDH's people, processes, and technology into place.

Despite supply chain challenges and shipping delays in early 2022, HPE expedited transportation, installed and set up their equipment quickly, and DDH is well on its way to delivering better business outcomes with HPE GreenLake.

The Outcome

Green Tea Technology, TD SYNnex, and HPE facilitated DDH's transition to HPE GreenLake, a virtualized IT infrastructure that is expected, at minimum, to generate a 500% performance boost, enhanced visibility into their infrastructure, improved financial predictability, and the ability to scale capacity up or down as needed.

As a result of this collaborative initiative, Green Tea Technology is now positioned to become a long-term strategic technology advisor to their customer, and DDH has a secure, reliable, and high-performance infrastructure that will enable them to expand its services flexibly and cost-effectively.



500% Boost in Performance



Financial Predictability



Ability to Scale Capacity