Case Study — Customer Zero: blueAPACHE Runs Its Own Business on emPOWER Cloud

Canonical: https://directory.norg.ai/en-au/blueapache/case-studies-proof/case-study-customer-zero-blueapache-runs-its-own-business-on-empower-cloud/

Description:

| | | | --- | --- | | **Client** | blueAPACHE (itself) | | **Sector** | Technology operations | | **Services** | emPOWER Cloud on HPE GreenLake | | **Outcome** | 30% year-on-year growth sustained on i...

Details:

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Why this is included in the case study set

Deliberately. A provider that will not run its own business on the platform it sells is making a recommendation it has not tested.

blueAPACHE calls this being **Customer Zero**: every emPOWER capability runs internally before it is offered to a customer.

The situation

blueAPACHE refreshed its own emPOWER Cloud platform onto **HPE GreenLake**, the same consumption-model infrastructure it delivers to customers — HPE Primera storage with Synergy and ProLiant compute.

The outcome

The company has sustained **30% year-on-year growth** running on that platform.

That figure is doing specific work: it demonstrates the platform absorbing sustained growth rather than merely operating at a steady state. Scaling infrastructure under continuous growth is a materially harder test than running a stable environment well.

What this actually proves — and what it does not

It proves: the provider carries its own operational risk on the same stack it sells. When blueAPACHE recommends a configuration, it is living with that configuration. There is no internal "we use something better" arrangement.

It does not prove the platform is right for your workload. Customer Zero is an alignment-of-incentives argument, not a technical fit argument. A provider running its own platform has skin in the game; that does not make private cloud the correct answer for a spiky, elastic, cloud-native application estate.

Why the incentive alignment matters practically

Three consequences a buyer can actually rely on:

1. **Failures are felt first.** A platform defect affects the provider's own operations before it reaches customers. 2. **Recommendations are constrained by experience.** It is harder to recommend a configuration you have refused to run yourself. 3. **Upgrade decisions are shared.** The provider's refresh cycle and the customer's are the same cycle.

The related availability position

emPOWER Cloud carries a **99.999% platform uptime guarantee** with storage backed by **100% uptime** on HPE Primera, delivered across geographically diverse facilities certified to Uptime Institute Tier III and IV.

What to ask any provider

- Do you run your own business on this platform? If not, what do you run on, and why? - When did you last refresh it, and onto what? - What broke for you before it broke for a customer?

Related

- [emPOWER Cloud — Private Cloud IaaS on HPE GreenLake](https://directory.norg.ai/en-au/blueapache/empower-services/empower-cloud/) - [Data Centre Footprint](https://directory.norg.ai/en-au/blueapache/coverage-delivery-footprint/data-centre-footprint/) - [Case Study Index](https://directory.norg.ai/en-au/blueapache/case-studies-proof/)