



Success Brief

Intel® Xeon® processor
5500 series



“The pure performance gains and lower energy consumption helps us deliver new solutions for our customers and will lead to a return-on-investment in less than one year.”

Johann Locatelli,
CTO, Business & Decision Group

All systems go

Business & Decision Group powers forward with huge virtualisation project underpinned by the Intel® Xeon® processor 5500 series

Company Business & Decision Group is a leading French international consulting and data management company. It specialises in hosting services for business intelligence, customer relationship management and e-business applications. Many of its clients are blue-chip organisations, however with an increased demand for specialised hosting services, it also has a large and growing base of medium-sized and smaller customers.

Challenge In the face of rising energy prices, growing concerns about energy-efficiency and the increased demand for specialised hosting services, the company decided to expand its data centre facilities in Grenoble, France. This included incorporating green technologies such as free cooling sources and a precise metering tool that monitors and continuously improves energy consumption. It is also one of the world's first data centres built specifically for virtualisation. Within this context it wanted to ensure it had the most energy-efficient and flexible technologies in place.

Solution The company tested the Intel® Xeon® processor 5500 series for its virtualisation capacity and performance. Early results showed that it could gain virtualisation rates of 20:1 and with a processor load slightly below 55 per cent. Power consumption was reduced by approximately 30 per cent compared to the previous generation of processors. With up to 8,000 physical servers in the data centre this could lead to potentially huge reductions in energy consumption.

Benefits The Intel Xeon processor 5500 series can double the capacity of each virtual server compared to the previous version enabling greater flexibility in adapting to the needs of clients. The implementation of new hosted services is now far quicker leading to a 50 per cent drop in implementation costs. As a result, the cost-savings benefits can be passed onto customers. In short, the company has gained improved customer service levels, greater productivity, reduced capital investment and reduced environmental impact.

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