



Intel® Xeon™ Processor-Based Servers Allow Sasken Communication Technologies, Ltd. to Reach New Telecom Business Goals



SOLUTION SUMMARY

Challenge

Sasken is a leading provider of telecommunications software solutions and consulting services to network equipment manufacturers, terminal device manufacturers, and semiconductor companies around the world. Headquartered in Bangalore, India, Sasken is a leader in creating cutting-edge solutions in the design, development, and maintenance of network services, including provisioning, billing, and customer care capabilities.

With proven technical expertise in wireless and broadband technologies, signal processing, and IC design, Sasken decided to shift the company's emphasis to a more broad communications focus. In determining what was needed to implement their new business plan, Sasken management found that their innovative software design and rigorous testing required the ability to run in more than just one operating system environment. They sought a back-end solution that would provide them with a flexible, open standard that their existing design and test servers lacked.

Solution

The Sasken IT team contacted leading computer manufacturers and resellers in an effort to obtain servers that could be deployed in a variety of operating environments, and that would be compatible with their proprietary application development software. They determined that Intel® Xeon™ processor-based servers and Intel® Server Products offered the cost-effective solution with the high processing capability, accessibility, security, and platform performance they needed.

Solution Provider

Connoisseur Electronics Pvt. Ltd. is one of India's leading computer system integrators. Connoisseur designs, builds and customizes products and services to satisfy a range of customer requirements, from desktop and notebook PCs, workstations and entry-level servers to high-end, mission-critical servers. Their customers include home consumers and small businesses to large global corporations.

Solution Provided

SkyRunner* MRSBR2000P Servers

- Dual Intel Xeon processor with 2.4 GHz speed, 512KB L2 cache, 533MHz system bus, and enabled for Hyper-Threading (HT) Technology
- Intel® E7501 Chipset
- Intel® RAID Controller SRCZCR
- 1 GB DDRAM memory
- Intel® Server Chassis SC5200
- 52x CD-ROM drive
- 1.44MB 3.5 floppy disk drive
- Microsoft* Windows* 2000 server edition operating system

Business Challenge

After a thorough evaluation of the organization, Sasken management decided to change the corporate direction and expand the company's focus, providing more wide-ranging communications systems services. An analysis of Sasken's technical capabilities and the anticipated growth in the telecom industry resulted in a comprehensive business plan designed to deliver innovative software solutions and services to the telecom market.

Because Sasken products are deployed in a variety of operating environments and devices, it needed a hardware solution based on industry standards and an open architecture, to fill the IT gap.

It was clear that a change in the server network infrastructure was an absolute necessity. In the past, when servers failed or incompatibilities occurred, Sasken was not satisfied with the local technical support and product service from their previous vendor. Most

important, the old servers were compatible with only one operating system, which could pose limitations on the scope of product development and testing.

Sasken had also already invested heavily in their existing server solution, but the cost for updates and patches was greater than expected. Furthermore, correcting the network configuration would require additional investment.

“Each time an internal design group approached us with a project, they gave us an estimate of the resources required to complete the project in a specified time,” said Sunil Dath, IT manager. “We had limited resources in our old server system, and different projects had different resource demands. We frequently had to share resources or shift them away from one project to support another. Each time we distributed computing resources, we strained the network and risked a failure.”

”We realized that by investing in an expansion of our computing resources we would ultimately save costs in the long run. The conversion would allow us to increase

sales and employee productivity, and eliminating incompatibilities would ensure the integrity of our data,” said Sunil Dath.

To support the necessary product line growth and entry into new markets, while still ensuring their commitment to quality was upheld, Sasken decided to upgrade the technology infrastructure and replace old servers. Because Sasken products are deployed in a variety

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Sunil Dath
IT Manager
Sasken

of operating environments and devices, it needed a hardware solution based on industry standards and an open architecture, to fill the IT gap. Sasken wanted a simple solution that avoided distracting the engineers with the migration, but that was robust enough to handle the changes in the growing company.

Sasken evaluated several leading hardware solution providers, and finally awarded the implementation to Connoisseur Electronics Pvt. Ltd. As an Intel® Premier Provider and Intel® Product Integrator, Connoisseur uses Intel products exclusively, and was able to provide the reliability, stability and quality service Sasken wanted for the new server solution.

Business Solution

Connoisseur and Sasken worked together to devise a migration plan that would convert their existing server network to an open Intel® architecture-based system over a period of time. According to Sasken, throughout the process there was no disruption to the company’s production schedule or interruption of their ability to provide quality customer service.

Sasken’s priorities were clear:

The company needed a solution that offered more computing power and room to grow with the business. Acquiring additional equipment quickly was also critical, without any compatibility problems. Intel architecture was not only developed based on the open standards Sasken sought, but vigorous product testing ensured compatibility across their Intel-based systems.

Using servers based on the latest Intel® Xeon™ processor technology, Sasken’s primary requirement to enable a multiple platform operating environment was met immediately. Sasken is able to develop and test device driver software in Windows* and Linux*, the leading operating systems used today. The new servers also have the scalability to support Sasken’s diverse project requirements, without compromising precious resources among the many design groups.

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Today, when Sasken project managers request specific project requirements, they are confident they have the server infrastructure needed to implement the product tests without straining resources. Sasken notifies Connoisseur about any

complicated or urgent resource requirements, and the team consults with Intel technical support to devise a solution and provide sample configurations.

“Since the migration to the new Intel® server platform began, we have seen an approximate 40 percent increase¹ in both employee productivity and system performance,” said Dath. “At the same time, the cost of maintaining our computer network has been significantly reduced¹, primarily because our Intel® Server Products updates and technical consultation are at no additional charge.”

Turnaround time for delivery of the Intel-based servers is fast, which allows Sasken IT managers to quickly obtain additional servers or components when important project requirements arise. The availability of spare servers and technical support has made this a much more cost-effective solution, with reduced project lead-time and lowered acquisition costs.

“With the success of this conversion and the strength of our business plan, we have been able to expand our research and development capabilities,” said Dath.

“Today, Sasken’s growing customer base now includes some of the largest telecom companies in the world.”

LESSONS LEARNED

- **Performance**—Meeting customer needs and expectations in the global telecom market is critical to the success of a company like Sasken. Servers based on dual Intel® Xeon™ processors have allowed them to increase productivity and expand their capabilities.
- **Dependability**—Having experienced low levels of technical support in the past, Sasken understood the value of on-demand technical support, spare parts availability, and fast warranty response. While Intel support is readily available, Sasken IT management reports that they have experienced very few problems to date, and are pleased with the level of reliability in the Intel® architecture-based systems.
- **Value**—With access to additional resources, Sasken was able to do more in a shorter period of time. The company’s investment in newer technology increased productivity significantly, while reducing operating and maintenance costs.
- **Room to Grow**—The solution offers Sasken the ability to expand hardware and software as the business grows and the product line expands in the future. Internal project groups no longer need to share computing resources and, because Intel® Server Products are readily available and offer open architecture compatibility, they can add to the network instead of shifting resources from one mission-critical area to another.

*Solution provided by
Connoisseur*



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