

A CUT ABOVE THE REST

Poland-based clothes manufacturer consolidates servers
by approximately 79 per cent with Dell virtualized solution



In many parts of the world, there are still some great opportunities for retailers to develop. Eastern Europe is a good example, packed as it is with relatively young free-market economies offering plenty of growth possibilities. LPP S.A., headquartered in Gdansk, Poland, is a clothes designer, manufacturer and retailer that has taken full advantage of the country's switch to democracy at the end of the 1980s. The company has developed six clothing brands, which include the Reserved, Cropp and House lines, and opened stores in 13 European countries.

SOLUTIONS:

- DATA CONSOLIDATION AND MANAGEMENT
- GREEN IT
- VIRTUALIZATION



CUSTOMER PROFILE

COMPANY: LPP S.A.

INDUSTRY: Retail & Wholesale

COUNTRY: Poland

FOUNDED: 1993

EMPLOYEES: 4,000

WEBSITE: www.lpp.com.pl

CHALLENGE

The IT architecture at LPP S.A. was difficult to scale for future growth. The company wanted a simplified infrastructure that offered space and energy savings.

SOLUTION

The company implemented a Dell virtualized solution featuring Dell blade servers and Dell EMC storage. The environment is supported by Dell ProSupport for IT.

BENEFITS

Get IT Faster

- Project delivered on time and within budget
- Virtualized servers can be launched quickly

Run IT Better

- Virtualization consolidates servers by approximately 79 per cent
- Powerful and efficient servers use around 19 per cent less energy
- Simplified design helps increase IT productivity

Grow IT Smarter

- Flexible storage scales easily to meet growth



Despite increased economic challenges across the world, LPP S.A. continues to expand and is planning to open stores in many territories. Not wanting to rely solely on organic growth, the business is developing through partnerships – most recently merging with another clothes retailer in Poland. Even though the business looks quite different from when it launched in 1993, its attitude towards efficient internal processes remains the same. And, in particular, the company still believes that IT is key to maintaining business effectiveness and driving development.

The company wanted to redevelop the existing disparate infrastructure to ensure continued support for day-to-day operations. Servers operating the UNIX environment were coming to the end of their support warranties and didn't offer the power-efficient performance and scalability that more modern machines delivered. Plus, there wasn't much space left in the datacentre to add more servers as the company continued to expand. Overall, LPP S.A. wanted to move to a new kind of architecture that delivered simplified IT and excellent business support from a relatively small server and storage footprint.

LPP S.A. approached a number of IT solution providers, including Dell, which had supplied the company with server technology in the past. Dell offered LPP S.A. a consolidated server and storage solution that featured virtualization for greater flexibility and performance. Jacek Kujawa, IT Manager

at LPP S.A., says: "Dell provided a complete solution that tightly integrated with our existing infrastructure."



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Jacek Kujawa, IT Manager, LPP S.A.

HOW IT WORKS

SERVICES

- Dell ProSupport for IT
 - Mission Critical option

HARDWARE

- Dell™ PowerEdge™ M600 blade servers with Intel® Xeon® Processors 5400 series
- Dell PowerEdge M1000e modular blade enclosure
- Dell/EMC CX3-10c storage area network (SAN)

SOFTWARE

- VMware® ESX server software

Dell organised a workshop to discuss the business value of Dell blade servers running VMware® virtualization software. It also arranged for a site visit to another Dell customer in the area to see a virtual environment in action. "We felt that Dell was on-board with this project straightaway. The workshop was incredibly valuable, as was the customer visit. Apart from seeing a virtualized environment in operation, we learned of the high level of support that Dell offers – not only during implementation, but also over the lifetime of the solution," says Kujawa.

EXPERT MANAGEMENT DELIVERS PROJECT ON TIME AND WITHIN BUDGET

A Dell technical team finalised the environment's design and a Dell project manager oversaw deployment. The project was a success, taking no more than four weeks and arriving on time and within budget. Kujawa says: "The direct contact we had with Dell during the design and implementation phases was a significant factor in ensuring the project ran smoothly."

“THANKS TO OUR DELL VIRTUALIZED SOLUTION, WE HAVE CONSOLIDATED SERVERS BY APPROXIMATELY 79 PER CENT.”

Jacek Kujawa, IT Manager, LPP S.A.



VIRTUALIZATION CONSOLIDATES SERVERS BY APPROXIMATELY 79 PER CENT

By deploying Dell™ PowerEdge™ M600 blade servers in a Dell PowerEdge M1000e modular blade enclosure, LPP S.A. has gained greater processing power from fewer servers. Because the PowerEdge M600 blade servers feature Intel® Xeon® Processors 5400 series, the company has secured a powerful server with the reliability to deliver excellent virtualization performance. The processing capabilities of the machines, coupled with the VMware ESX server software, helped LPP S.A. cut server numbers from 24 to five. Says Kujawa: “Thanks to our Dell virtualized solution, we have consolidated servers by approximately 79 per cent. This is a huge advantage for the business, releasing space in the datacentre that we can use to expand the infrastructure in the future.”

POWER-EFFICIENT BLADES CONSUME AROUND 19 PER CENT LESS ENERGY

Apart from freeing up valuable space, the blade servers have helped reduce IT power consumption. Dell technology today is designed for a world where energy prices are high and people are increasingly concerned about the environment. The Dell PowerEdge M600 server is one of the most efficient blades on the market, delivering 60 per cent greater density than a traditional rack server does.

Kujawa says: “During our research, we learned that Dell PowerEdge M600 blade servers consume approximately 19 per cent* less power compared with competing servers.”

VIRTUALIZED SERVERS CAN BE LAUNCHED QUICKLY

Because LPP S.A. has virtualized the server estate, IT personnel can launch new applications fast. The team has five M600 blade servers delivering around 50 virtual servers. These machines are running Windows Server® 2003 and applications such as Microsoft® Exchange Server 2000 and management systems such as Active Directory®. The team can expand server resources quickly and simply by deploying additional virtual machines. As a result, the IT team can respond to requests within a day, rather than ordering and configuring physical servers. Now, if a member of staff asks the IT team for a server for a new project, it can be launched the same day. Says Kujawa: “Thanks to our virtualized Dell solution, we can launch servers quickly and procurement cycles are a thing of the past. IT is a lot more flexible, supporting the business with greater efficiency.”

In addition, if the company needs extra servers in the future, it can add them without increasing the footprint of the infrastructure. Because a single Dell PowerEdge M1000e modular blade enclosure can hold up to 16 PowerEdge M600 machines, there is still space for 11 more servers.

SIMPLIFIED DESIGN BOOSTS IT PERFORMANCE

The solution has significantly reduced server cabling, making IT management easier. The Dell PowerEdge M1000e enclosure features a cable management bar at the back to route cables, and enumerators that help separate leads for easier implementation. Furthermore, chassis management controllers and switches are stackable, further reducing the number of cables. Kujawa says: “Our Dell blade and enclosure technology has helped increase IT performance.”

FLEXIBLE STORAGE SCALES EASILY TO MEET EXPECTED GROWTH

The Dell/EMC CX3-10c storage area network (SAN), which LPP S.A. installed alongside the blade servers and enclosure, gives the company up to 60 terabytes of data capacity and optimises the virtualised server solution through shared storage. The SAN delivers simplified IT management, helping increase the effectiveness of the IT team. The storage system's 4 gigabyte fibre channel technology also optimises performance. Kujawa says: “The Dell/EMC SAN offered cost-effective storage that integrated tightly with our virtualized server environment. With its large capacity, the system can support LPP as the company expands.”

*http://www1.euro.dell.com/ed/en/business/Servers/pedge_m600/pd.aspx?refid=pedge_m600&cs=edbsdt1&s=bsd

“DELL PROSUPPORT FOR IT OFFERED US A LEVEL OF ASSISTANCE THAT MATCHED OUR BUSINESS REQUIREMENTS. THIS KIND OF RESPONSIVENESS PROVIDES GREAT PEACE OF MIND.”

Jacek Kujawa, IT Manager, LPP S.A.

RESPONSIVE SUPPORT SERVICES ENSURE OPTIMAL PERFORMANCE

To ensure the virtualized server solution and storage remains highly available in the future, LPP S.A. chose Dell ProSupport for IT. Among the many support packages available to customers, LPP S.A. selected the Mission Critical option, which provides four-hour on-site service in case of an issue. This option is aimed specifically at business-critical data environments. “Dell ProSupport for IT offered us a level of assistance that matched our business requirements. This kind of responsiveness provides great peace of mind,” Kujawa says.

For more information on this case study or to read additional case studies, go to www.dell.com/casestudies and www.dell.pl

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