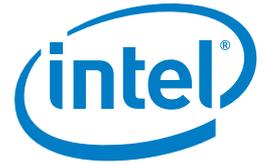


CASE STUDY

Intel® Xeon® Processor 5500 Series
Enterprise Server

Energy Efficiency: Environment and Performance



Locaweb Leads with Intel® Technologies

Pioneering company advances Brazil's IT services industry with the Intel® Xeon® processor 5500 series

Locaweb pioneered Brazil's IT services industry in 1998 and today is widely recognized as one of Latin America's premier technology companies. Its strategy for success includes a commitment to customer service, a tradition of innovation - and rapid adoption of the latest Intel® server technologies. Locaweb was the first Brazilian IT services company to deploy the Intel® Xeon® processor 5500 series, and the company's IT leaders say the processor's energy-efficient performance is helping them shrink Locaweb's carbon footprint, reduce operations costs, and create value for their customers.



"With the Intel® Xeon® processor 5500 series, we not only freed up physical space and processing capacity, but also improved energy consumption and guaranteed the continuity and expansion of the business."

- André Tellini
Dedicated Services Manager
Locaweb

CHALLENGES

- **Keep customers on the leading edge.** Locaweb is committed to giving its customers the benefits of the best technologies.
- **Continue the company's growth.** With a focus on sustainable growth, Locaweb needs robust infrastructure that delivers great performance for a variety of workloads and supports the company's commitment to customers, the environment, and the bottom line.

SOLUTION

- **Standardize on the Intel Xeon processor 5500 series.** By standardizing on the Intel Xeon processor 5500 series for virtualization as well as dedicated computing, Locaweb gains performance and headroom for continued growth.

IMPACT

- **Higher performance.** With up to nine times the performance of single-core Intel Xeon processor technology¹ plus built-in support for virtualization,² the Intel Xeon processor 5500 series provides outstanding responsiveness for Locaweb's customers.
- **Lower environmental impact and operating costs.** The Intel processor's intelligent performance and other energy-efficiency breakthroughs help Locaweb reduce energy consumption and costs.
- **Increased density.** The processor's performance and energy efficiency enable Locaweb to save money by consolidating older servers and packing more capacity and headroom into less space.

Award-Winning IT Services

From consumers and small businesses to the largest enterprises, hundreds of thousands of Brazilians and more than 3,000 companies turn to Locaweb for IT and telecommunication services.

Locaweb is ready for them, offering services that range from simple Web hosting and domain registration to dedicated infrastructure, cloud computing resources, and virtual call center solutions.

Locaweb has made a strategic decision to deploy Intel server technologies and to apply the latest Intel innovations soon after they become available. "We were using the single-core Intel Xeon processor in 2004, and today we are using the Intel Xeon processor 5500 series, including the Intel Xeon 5520 Low Voltage processor," says André Tellini, Locaweb dedicated services manager. "Each year we remain up-to-date with Intel's innovations, updating our servers in order to always have the



Using the Intel® Xeon® processor, Locaweb meets customer needs and reduces operations costs

newest technology and offer what is best for our clients. It cannot be any different in our business. We are always ahead.”

Locaweb’s strategy has paid off in customer loyalty and industry recognition. In addition to more than a decade of rapid business growth, Locaweb earned the prestigious INFO Award as Brazil’s best data center in 2008, and was named IT Infrastructure Company of the Year in Frost & Sullivan’s 2009 Latin America Best Practices Excellence Awards.

Processor Performance Support Business Growth

To handle its ongoing growth, Locaweb opened a second data center in August 2009. Located in Brazil, both centers are designed to maximize green IT practices while delivering the performance and reliability Locaweb’s customers depend on. When finished, the new center will have the capacity to hold up to 25,000 Intel Xeon processor 5500 series-based servers.

“The decision was made in June 2009, when we bought 160 Intel Xeon processor 5500 series-based blades, and we have since added hundreds more,” says Tellini. “In total, there will be over 500 machines powered by the Intel Xeon processor 5500 series in this first phase of the new data center.”

Locaweb chose the Intel Xeon processor 5500 series for its ability to reduce operating costs and fulfill the company’s

commitment to bring the best technology to its clients. The processor’s outstanding performance satisfies enterprise customers who need maximum capacity and processing power, and using the processor for virtualization enables Locaweb to give consumers and smaller businesses an economical solution. For Locaweb itself, the processor helps increase flexibility and cost efficiency, allowing the company to allocate more resources toward investments in new products and in research and development activities.

“Now, with the Intel Xeon processors 5500 series, we can consolidate two servers into just one,” Tellini says. “For the customer, there is the possibility of consolidation, which is a benefit. For us, we are not just freeing up physical space and processing capacity, but also improving energy consumption.”

Building a Sustainable Future

Preserving the environment is a global concern, and Locaweb is on the forefront of Brazilian companies addressing it. The Intel Xeon processor 5500 series’ energy-efficient performance is helping Locaweb reduce electricity costs, conserve the environment, and build a brighter future.

“That is one of our missions, because we believe that the future will be all about green IT,” says Guilherme Mazzola,

SPOTLIGHT ON LOCAWEB

A 100 percent Brazilian-owned company, Locaweb provides technology services to consumers, small and medium-sized businesses, and enterprises. The company has over 196,000 clients and 442,000 hosted domains, as well as partnerships with over 14,000 developers, and infrastructure and outsourcing services for over 3,000 businesses. Locaweb’s services cover three business verticals:

- Internet hosting services, domain registrations, and related services
- Data center infrastructure and outsourcing services, including cloud computing and dedicated servers
- Communication services such as virtual PABX services and a virtual call center

Locaweb brand development manager. “Normally, in the IT industry, the United States anticipates what will happen in other countries. We will be on the same path soon, and energy consumption will most likely be limited in Brazil as well. Since this is a global matter, we are trying to do our part. We are planning ahead so that the problem will be smaller when it exists here.”

Energy Efficiency: Environment and Performance. Lower energy and cooling costs through more environmentally friendly computing.

Find a solution that is right for your organization. Contact your Intel representative or visit the Reference Room at www.intel.com/references.



¹ Source: Intel estimates as of Nov 2008. Performance comparison using SPECjbb2005 bops (business operations per second). Results have been estimated based on internal Intel analysis and are provided for informational purposes only.

² Intel® Virtualization Technology requires a computer system with an enabled Intel® processor, BIOS, virtual machine monitor (VMM) and, for some uses, certain platform software enabled for it. Functionality, performance, or other benefits will vary depending on hardware and software configurations and may require a BIOS update. Software applications may not be compatible with all operating systems. Please check with your application vendor and software configurations. Consult with your system vendor for more information.

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