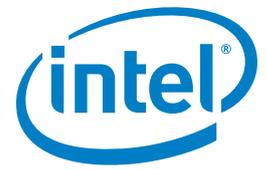


CASE STUDY

Intel® Xeon® processor 7520

Energy: Efficiency, Environment and Performance



Moving on up

Intel® Xeon® processor 7520 provides foundation for business expansion

Atos Origin is an international information technology services company that provides clients with hi-tech transactional services, consulting, systems integration, and managed operations. Hundreds of servers deliver hosted workplace services to government, telecommunication companies, the financial services industry, and other sectors. The company has an ongoing refresh cycle, which is designed to ensure it maintains its market segment-leading position. As part of this cycle, it tested the Intel® Xeon® processor 7520 to assess performance potential.



“The Intel® Xeon® processor 7520 provides compelling benefits over previous generations. It is more powerful, consumes less energy and space, and provides good virtualization ratios. Our customers will be pleased to learn that Atos Origin is one of the first IT services companies to offer green cutting-edge solutions that will provide customers with better performance rates at lower costs.”

Simon van den Doel, Portfolio Manager,
Atos Origin in the Netherlands

CHALLENGES

- **Galvanizing business:** Atos Origin aimed to strengthen relationships with customers to solidify and grow its business
- **Server refresh cycle:** The company wanted to ensure that its server workplace infrastructure was providing top performance and energy efficiency
- **Meeting customer requirements:** Customers were increasingly asking for proof of a green strategy

SOLUTIONS

- **Benchmarks new processor.** The company compared the performance of Intel® Xeon® processor 7520 against its existing workplace servers powered by the Intel® Xeon® processor 5500 series

IMPACT

- **Higher performance rates:** The Intel Xeon processor 7520 provided four times the performance of the Intel Xeon processor 5500 series
- **Price drop:** Servers powered by Intel Xeon processor 7520 led to estimated reductions in energy consumption and space savings of 25 per cent
- **Customer gains:** Strengthens customer relationships by passing on cost benefits to end users

Looking ahead

Atos Origin is a forward-looking company and as such is an eager and early adopter of new technologies. This approach ensures that its customers are always in-step with new IT developments and ready to utilize them to benefit their businesses ahead of the marketplace adoption curve.

However, increasingly its customers are looking to take standard services from Atos Origin such as messaging, unified communications, directory services, storage, and so on. Many clients are now viewing these services as commodities which have become standardized.

The IT services marketplace is characterized by fierce competition and, despite the reputation of Atos Origin as a leading services provider with a large customer base, the company cannot afford to stand still in terms of the services it provides. In practice, this means ensuring it embraces the latest high-performance, energy-reducing, cost-effective technology so it can always remain ahead of the curve and pass on the benefits to its customers.

Its existing workplace server farms, consisting of hundreds of servers, were powered mainly by the Intel® Xeon® processor 5500 series. It wanted to assess the performance potential of the Intel® Xeon® processor 7520 to establish its efficacy if introduced into the company's server refresh cycle.

Simon van den Doel, portfolio manager for Atos Origin in the Netherlands, said: “We are continually improving our systems. There is no endpoint in this process; it's a constant cycle because we must ensure we use the most effective technologies available.”



Intel® Xeon® processor 7520 provides a dramatic increase in performance, efficiency and reliability

Using a Quanta QSSC-S4R* server system, the company benchmarked the Intel® Xeon® processor 7520 against the Intel® Xeon® processor 5500 series. Given that the Intel Xeon processor 7520 has four cores and the Intel Xeon processor 5500 series has two cores, a doubling in performance improvement was to be expected. However, beyond this, Atos Origin registered a further 100 per cent improvement, so in totality gained four times the performance of the Intel Xeon processor 5500 series.

Based on these figures, Atos Origin calculated the power reduction and space saving benefits that would accrue if it replaced existing Dell PowerEdge* 810 servers powered by Intel Xeon processor 5500 series with Quanta QSSC-S4R* server systems powered by the Intel Xeon processor 7520. It estimated a 22 per cent total reduction for both energy consumption and reduced data center space.

Simon van den Doel added: "We are offering our services via private and shared cloud infrastructures because it is more cost effective for our customers to use services that are based on a shared platform. Many of these

are now standard, such as unified communications and storage, so we don't need to offer customers customized services. Within this context, the Intel Xeon processor 7520 provides compelling benefits over previous generations. It is more powerful, consumes less energy and space and provides good virtualization ratios."

Overall, Simon van den Doel estimates that workplace server infrastructure costs could be reduced by approximately 25 per cent, which translates into lower costs for end-users. "This is a tough market segment," he said, adding, "we always need to be aware of our customer's needs and any benefits we can pass onto them serves to strengthen our position."

Green scene

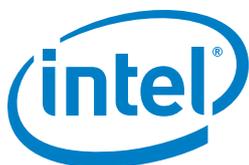
Another benefit is the reduction in data center power consumption enabled by the Intel Xeon processor 7520 platform. Simon van den Doel said: "As a company, we have done a lot of work to enable energy-efficiency in our workplace. We were one of the first to take part in the The Global Reporting Initiative¹ and scored a B+ which is a high recommendation, but there is always room for improvement. Our customers look to us for guidance in this area."

Spotlight on Atos Origin

Atos Origin is a leading international IT services company, providing hi-tech transactional services, consulting, systems integration and managed operations to deliver business outcomes globally. The company's annual revenues are EUR 5.1 billion and it employs 49,000 people. Atos Origin is the Worldwide Information Technology Partner for the Olympic Games and has a client base of international companies across all sectors. More than two-thirds of its revenue base is recurring, deriving from multi-year outsourcing and application maintenance contracts. Atos Origin is quoted on the Paris Eurolist Market and trades as Atos Origin, Atos Worldline, Atos WorldGrid and Atos Consulting.

"They often have very specific and in-depth requirements, whether from government or commercial sectors, and today they take green initiatives very seriously. They are increasingly asking for proof of our green strategy, which extends across many areas in the company. The Intel Xeon processor 7520 not only reduces data centre infrastructure costs but also the data centre energy footprint, which dovetails very well with clients' green requirements."

The low-cost, energy efficiency, high-performance benefits delivered by the Intel Xeon processor 7520 are helping Atos Origin provide a sharper competitive edge while galvanizing its customer relationships. Further, once the server refresh cycle is complete, the company expects its data centre power usage effectiveness (PUE) to significantly improve. As a result, it can now confidently meet rising customer expectations while maintaining its industry-leading reputation.



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¹ The Global Reporting Initiative (GRI) produces one of the world's most prevalent standards for sustainability reporting - also known as ecological footprint reporting, Environmental Social Governance reporting, Triple Bottom Line reporting, Corporate Social Responsibility reporting. GRI seeks to make sustainability reporting by all organizations as routine as, and comparable to, financial reporting.

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