

GREENER HOSTING

French hosting provider reduces energy costs
by 40 per cent with latest Dell blades



Many IT hosting providers worldwide have found success as more companies see IT as a utility they can outsource. On the one hand it's created massive growth rates for service providers, but on the other, it has led to increasingly complex IT infrastructures that these same providers find more and more expensive to house, power and operate.

SOLUTIONS:

- DATA CONSOLIDATION AND MANAGEMENT
- GREEN IT
- SERVER CONSOLIDATION



CUSTOMER PROFILE

COMPANY: ASP Serveur
INDUSTRY: Hosting Solutions
COUNTRY: France
FOUNDED: 1998
EMPLOYEES: 10
WEBSITE: www.aspserveur.com

CHALLENGE

ASP Serveur had to control an increasingly complex server infrastructure. Because the company was buying new servers regularly, it was spending more resources on power, server space and management.

SOLUTION

The company has built its success on Dell. To reduce complexity and power consumption, and consolidate servers, the company has rolled out Dell blades and enclosures.

BENEFITS

Get IT Faster

- Blade chassis arrived on-site within a week
- Blades and enclosure installed in just over 20 minutes
- No downtime in the months since deployment

Run IT Better

- Energy consumption reduced by 40 per cent
- Greater computing density cuts cost of server real-estate
- Less than half the previous cabling reduces points of failure
- Engineers increase productivity with centralised management

Grow IT Smarter

- Snap-in scalability means blades deployed in seconds



ASP Serveur, based in France, is a hosting service provider that's enjoyed as much success as any other. It delivers hosting services to some of the country's biggest names in business: Capgemini, Total, MTV, Veolia, Publicis, Europ Assistance and Saatchi & Saatchi. At the heart of the business are two datacenters that were built by APC and cover approximately 16,000 square metres. One of the facilities is in Marseille and the other in La Ciotat.

Success has resulted from offering customers rock-solid guarantees to deliver their IT services 24-hours a day, seven days a week. So far ASP Serveur has been able to honour these commitments without any problems thanks to the quality of the hardware technology underpinning its hosting services and the expertise of its IT team. Today, the company, which specialises in load balancing, clustering and software-as-a-service, delivers a range of solutions running on Linux, Windows Server® 2008 and Windows Server 2003 operating systems.



“DELL TECHNOLOGY IS SUPERIOR IN TERMS OF VALUE FOR MONEY, BUILD QUALITY, MANAGEMENT AND CUSTOMER SUPPORT. WE GAIN A LOT OF BUSINESS BY TELLING OUR CUSTOMERS THAT THEIR SERVICES WILL BE HOSTING ON DELL IT SOLUTIONS.”

Sebastien Enderlé, IT manager, ASP Serveur



HOW IT WORKS

HARDWARE

- Dell™ PowerEdge™ M600 blades servers with Intel® Xeon® Processors
- Dell PowerEdge M1000e modular blade enclosure

SOFTWARE

- Windows Server® 2008
- Windows Server 2003
- Microsoft® SQL Server®
- Microsoft Exchange Server 2007
- Microsoft Exchange Server 2003
- Dell OpenManage™ Systems Management 5.0
- Chassis management controller (CMC)

Given the company's rate of business growth – 40 per cent per annum in recent years – ASP Serveur was buying servers and racks on a regular basis. The company was spending more resources on server space, power and management. Sebastien Enderlé, IT manager at ASP Serveur says: “The key here was consolidating our server environment with servers that required less floor space and were more power efficient and easier to manage.”

ASP Serveur turned to Dell, which had been the company's IT solution provider for some time. Day-to-day, IT services were supported by a mixture of Dell™ PowerEdge™ 2950 servers, Dell PowerEdge 1955 blade servers, and machines such as the Dell PowerEdge R200, which features the latest Intel® Xeon® Processors. Dell proposed that the company consolidate its existing infrastructure using its Dell PowerEdge M600 blades and a Dell PowerEdge M100e modular blade enclosure.

Comments Enderlé: “For us, Dell technology is superior in terms of value for money, build quality, management and customer support. We gain a lot of business by telling our customers that their services will be hosting on Dell solutions.”

He continues: “Once Dell explained the advantages of the Dell blade solution, we could see the added value it would bring to ASP Serveur.” After contracts were signed, 10 Dell PowerEdge M600 blades and a single Dell PowerEdge M1000E chassis arrived on-site within a week, and the IT team at ASP Serveur had the hardware up and running in a matter of days. Today, the company has loaded the blades with around 200 applications including clustered Microsoft SQL Server® databases, Microsoft Exchange Server 2003 and 2007, internet and intranet applications and a scientific calculation program.



“WE INSTALLED OUR FIRST DELL POWEREDGE M1000E MODULAR BLADE ENCLOSURE COMPLETE WITH BLADES IN JUST OVER 20 MINUTES. IN THE PAST, SETTING UP A 1U CHASSIS COMPLETE WITH 16 RACK SERVERS REQUIRED AT LEAST FOUR HOURS.”

Sebastien Enderlé, IT manager,
ASP Serveur

ENERGY CONSUMPTION REDUCED BY 40 PER CENT

Compared with a traditional non-blade datacentre, ASP's new facility featuring Dell blades is far more energy efficient. Enderlé says: “By building our datacentre on Dell PowerEdge M600 blades, we use 40 per cent less energy than a traditional datacentre.” Given the importance of energy reduction from a cost and sustainability perspective, this saving is crucial. Enderlé continues: “Energy consumption is the biggest challenge facing all hosting service providers right now. The combination of Dell blade servers and our datacentre's solar roof and cooling system are helping us tackle power usage head on. We can install 64 Dell PowerEdge M600 blades per square metre, which would be impossible in a traditional datacentre.”

The company has rolled out approximately 106 Dell PowerEdge blades and seven enclosures. All Dell PowerEdge M600 machines feature Intel Xeon Processors.

“Dell blades give us higher computing density than traditional 1U servers,” says Enderlé. Because of the design of the Dell PowerEdge M1000E modular blade enclosure, ASP can fit 16 blades into 10U of server space. Comments Enderlé: “In one of our datacentres, we pay rent per square metre, so the more servers we can deploy per square metre the more cost effective our operation is.”

BLADES CHASSIS UP AND RUNNING IN 20 MINUTES

The blade chassis was incredibly quick to implement. Says Enderlé: “We installed our first Dell PowerEdge M1000E modular blade enclosure complete with blades in just over 20 minutes. In the past, setting up a 1U chassis complete with 16 rack servers required at least four hours.” Because of the design of the chassis, scaling the blades is quick and easy. Enderlé continues: “The Dell PowerEdge M600 blades are hot swappable so we can add a new blade or exchange an existing blade in seconds.”

To manage the blades, ASP Serveur uses the same Dell OpenManage™ Systems Management 5.0 technology that it uses for the rest of its Dell servers.

The system's set of standards-based tools deliver proactive server management from a single console. Using OpenManage, an administrator can deploy, maintain and install applications quickly and easily.

ASP has also reduced server cabling by deploying the blade enclosure. “Our Dell PowerEdge M600 servers have less than half the cabling of typical 1U servers, making management a lot simpler by reducing points of failure,” says Enderlé.

BREAKTHROUGH BLADE ENCLOSURE DELIVERS EXCELLENT MANAGEMENT TOOLS

IT administrators use the Dell PowerEdge M1000e modular blade enclosure's chassis management controller (CMC) to monitor and manage power use for individual blades. It ensures that high-priority blades running mission-critical services are guaranteed supplies. In addition, administrators are notified if power consumption nears a pre-defined limit.

“THE DELL POWEREDGE M600 BLADES ARE **HOT SWAPPABLE** SO WE CAN ADD A NEW BLADE OR REPLACE AN EXISTING BLADE IN SECONDS.”

Sebastien Enderlé, IT manager, ASP Serveur

Using the chassis's integrated keyboard, visual display unit and mouse (iKVM) switch, administrators can view, monitor and manage blades individually. Says Enderlé: “The management of Dell blades is very easy and simplified, especially because of the presence of KVM. Our engineer can manage all operations centrally.”

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

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