

GREEN IT DRIVING GROWTH

Spanish technology firm extends product portfolio
by 30 per cent thanks to green turnkey solution from Dell



The challenge for many companies is the development of new services to drive growth. Often, the IT infrastructure underpinning a company's operations plays a crucial role in supporting these services. It can be the deciding factor in whether a new revenue stream is reliable and cost-effective.

SOLUTIONS:

- BACKUP, RECOVERY AND ARCHIVING
- DATA MANAGEMENT AND CONSOLIDATION
- GREEN IT



DISTROMEL
INGENIERÍA DE SISTEMAS

CUSTOMER PROFILE

COMPANY: Distromel
INDUSTRY: Technology
COUNTRY: Spain
FOUNDED: 1989
EMPLOYEES: 50
WEBSITE: www.distromel.com

CHALLENGE

Distromel planned to offer customers a new information management service. To meet its aims, the company needed a high-performance, simplified IT infrastructure delivering secure storage facilities and green IT.

SOLUTION

Dell consultants working together with Distromel created a turnkey solution consisting of Dell servers, storage arrays and a tape library. The system is maintained by Dell ProSupport for IT.

BENEFITS

Get IT Faster

- New turnkey infrastructure implemented in two months

Run IT Better

- Rigorously tested hardware delivers maximum uptime
- Distromel meets commitment to sustainable working with green IT from Dell
- Simplified management ensures the IT team can focus on higher value tasks

Grow IT Smarter

- Dell infrastructure helps company increase product portfolio by 30 per cent
- Future-proofed environment ensures plenty of headroom for long-term growth
- Responsive Dell support maximises IT performance for the future



Distromel, headquartered in Huesca, Spain, is a systems engineering company delivering hardware, services and management tools to clients that specialise in environmental and other industrial sectors. Among those products are wireless devices for tracking vehicles and people, dynamic load systems, radio frequency identification (RFID) technology, cartographic information systems, on-board electronics and equipment for storing information on urban elements. The business wanted to enable customers to store and manage elements of their own data within the Distromel IT infrastructure. "Our aim was to provide an end-to-end service to our customers," says Mario Garralda, technical director at Distromel.

To deliver the service, Distromel needed to completely redevelop the existing IT infrastructure, which consisted of just four Dell™ PowerEdge™ tower servers, for a mission-critical infrastructure with high availability. But like many small to medium-

sized businesses (SMBs), the company didn't have the time or internal resources to deliver its IT ambitions. Distromel wanted an IT solutions provider that could offer a turnkey system that ensured greener IT and simplified management so IT personnel didn't spend large parts of their day on routine tasks.



“WE FELT AS THOUGH THE DELL TEAM WAS ON-BOARD RIGHT FROM THE BEGINNING AND HAD AN IMMEDIATE GRASP OF OUR BUSINESS NEEDS.”

Mario Garralda, technical director, Distromel



HOW IT WORKS

HARDWARE

- Dell™ PowerEdge™ 2950 and 1950 servers with multi-core Intel® Xeon® processors
- Dell | EMC CX3-10C storage array
- Dell PowerVault™ TL2000 tape library
- Dell PowerConnect™ 2224 and 2724 switches
- Dell PowerEdge 4210 rack

SOFTWARE

- Windows Server® 2003
- Microsoft SQL Server® 2005
- Dell OpenManage™ Systems Management
- Navisphere® Management Suite
- Veritas

SERVICES

- Dell Global Infrastructure Consulting Services
- Dell ProSupport for IT
 - Mission Critical option

Dell answered a request for proposal and put forward a solution delivering a high performance and scalable environment that was easy to manage. "We felt as though the Dell team was on-board right from the beginning and had an immediate grasp of our business needs," says Garralda. The technical director designed a standards-based infrastructure and together with Dell completed the final architecture. The solution included a fully redundant backup, recovery and archiving solution for the organisation and its customers. Furthermore, there was a scalable, clustered and easy-to-manage Microsoft® SQL Server® 2005 database to complement operational and business objectives. Comments Garralda: "Dell consultants helped deliver a set of practical plans for creating a simplified architecture to support our business in the years to come."

TURNKEY INFRASTRUCTURE IMPLEMENTED IN TWO MONTHS

Deployment took two months to complete, with Dell and Distromel working together during the installation. Garralda says: "We were completely satisfied with the Dell consultants during all design and implementation stages

of the project. And I would recommend their services to all businesses." The infrastructure consists of Dell PowerEdge 2950 and Dell PowerEdge 1950 servers running the Windows Server® 2003 operating system. Both servers include multi-core Intel® Xeon® processors which deliver energy-efficient high-performance computing. By including these processors, Distromel gained a scalable environment with plenty of headroom for future growth. The more powerful PowerEdge 2950s support the clustered Microsoft® SQL Server 2005 database, while the 1950 servers, which sit in a Dell PowerEdge 4210 rack alongside the 2950s, act as front-end servers delivering domain control, load balancing and a Veritas backup solution.

Storage is provided by Dell/EMC CX3-10C array technology, which delivers fibre-channel and serial advanced technology attachment connectivity, multiple levels of redundant array of inexpensive disks support, and up to 24 terabytes of raw storage capacity.



“DELL HAS DELIVERED A FUTURE-PROOFED INFRASTRUCTURE THAT WILL HELP DISTROMEL PERSONNEL CONTINUE BUILDING THE BUSINESS.”

Mario Garralda, technical director, Distromel

A Dell PowerVault™ TL2000 tape library delivers comprehensive disaster recovery. The device automates the backup process, reducing the need for manual operations and the risk of human error. Due to its slim design, the tape library requires just 2U of rack space, but still holds up to 24 tapes providing 19.2 terabytes of data capacity. The architecture is completed by Dell PowerConnect™ 2224 and 2724 devices for switching data traffic.

DELL TECHNOLOGY HELPS INCREASE SERVICES PORTFOLIO BY 30 PER CENT

Thanks to the Dell environment, Distromel can offer its customers an end-to-end service, where it not only supplies the devices to track and monitor fleet vehicles and waste containers, but stores all related data too. “Many customers are interested in a complete service that reduces their own operational overheads,” says Garralda. “By implementing a turnkey solution from Dell, we have increased our services portfolio by around 30 per cent.”

ADVANCED SCALABILITY ENABLES COST-EFFECTIVE GROWTH IN THE FUTURE

The new environment will support Distromel over the long term, delivering capacity and scalability for expansion. Comments Garralda: “Today we’re using only 45 per cent of our total capacity, giving us plenty of capacity for future growth. Dell has delivered a future-proofed infrastructure that will help Distromel personnel continue building the business.”

GREEN IT SUPPORTS COMMITMENT TO SUSTAINABLE WORKING

Dell solutions and Intel processing technology are ensuring that Distromel meets its sustainability objectives. The company has already received the International Organization for Standardization (ISO) 14001: 2004 and ISO 9001: 2008 accreditations for its commitment to protecting the environment and developing sustainable working practices. “Dell solutions are engineered for companies that want to deliver sustainable working practices,” says Garralda. “Compared with similar-sized environments running on different hardware, we expect our infrastructure to be more energy efficient.”

Both the PowerEdge 2950 and 1950 servers include energy-efficient components and optional onboard real-time power monitoring capabilities to reduce power consumption. In addition, they contain the latest generation Intel Xeon multi-core processors, which deliver enhanced performance while consuming less power. “We wanted the environment to feature Intel processors because of the advances in performance and energy savings that Intel technology has been delivering over recent years. We believe that the performance of Intel chips goes beyond that of competing microprocessors,” says Garralda.

SIMPLIFIED MANAGEMENT MAXIMISES IT PRODUCTIVITY

The company’s small IT team can manage the Dell servers, storage array and tape library and still have time to focus on strategic projects. That’s because Dell technology delivers simplified IT infrastructures that take less time to manage and increases the productivity of IT personnel. Dell provides software that

automates many routine management tasks and enables personnel to proactively monitor the health of the network. For instance, thanks to Dell OpenManage™ Systems Management, Distromel personnel have a single tool for monitoring servers across the infrastructure and updating software. Says Garralda: “The management tools that Dell offers help minimise our IT administration costs.”

Because employees also use the Navisphere® Management Suite, controlling the Dell/EMC storage array is just as simple as controlling the servers. The suite enables the IT team to configure and monitor all aspects of the array from a local or remote location over a secure connection. Comments Garralda: “Dell understands that complex IT environments mean higher IT costs. The company has made great efforts to simplify its solutions and deliver management systems that maximise the productivity of our IT team.”

RESPONSIVE SERVICES OPTIMISE INFRASTRUCTURE PERFORMANCE

To maximise the infrastructure’s performance, Distromel has chosen the Dell ProSupport for IT Mission Critical service with the option of four-hour on-site response. Because every minute of downtime means lost revenue, the company needed a fast, responsive level of support. By choosing the Mission Critical service, Distromel gains 24/7 access to Dell Expert Centres, where technicians deliver front-line phone support. In case of emergencies, the company also receives rapid troubleshooting on-site. Says Garralda: “Dell ProSupport for IT is helping us deliver our promises to customers. The service plays an important role in the success of Distromel.”

**“WE WANTED THE ENVIRONMENT
TO FEATURE INTEL PROCESSORS
BECAUSE OF THE ADVANCES IN
PERFORMANCE AND ENERGY SAVINGS
THAT INTEL TECHNOLOGY HAS BEEN
DELIVERING OVER RECENT YEARS.”**

Mario Garralda, technical director, Distromel

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

This case study is for informational purposes only.
DELL MAKES NO WARRANTIES, EXPRESS OR IMPLIED,
IN THIS CASE STUDY.



Microsoft®

SIMPLIFY YOUR TOTAL SOLUTION AT DELL.COM/Simplify



Availability and terms of Dell Services vary by region. For more information, visit www.dell.com/servicedescriptions

© May 2009, Dell Inc.

Intel and Intel Xeon are registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

Microsoft, Microsoft Office and Windows, SQL and SharePoint are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.