



## Case Study

### Intel® Xeon® processor 5400 and 7400 series

Virtualization – Data  
Center Consolidation

# Driving Business Agility

## Kelley chooses new servers with multi-core Intel® Xeon® processors to cost-effectively meet growing demand for its Blue Book automotive information services

Automobile dealerships, lenders, insurance companies, and the car-buying public count on Kelley Blue Book as a trusted resource for automotive values. The company became famous publishing its Blue Book every two months for over 80 years. But today, customers access car values on the Blue Book Web site [www.kbb.com](http://www.kbb.com), and Kelley's new Web-based applications enable dealerships to better manage their inventories. Demand for these services has grown rapidly, spurring a significant increase in Kelley's workforce in the last five years.



With most of the company's IT infrastructure co-located at outside data center facilities, Kelley faced the challenge of scaling its IT capacity to support increased demand and new services while containing co-location costs for space, power, and cooling. The company also began updating car value information on a weekly rather than a semi-monthly basis. "That added pressure on our internal teams to be able to deliver data more quickly," says Grant Leathers, director of enterprise infrastructure for Kelley Blue Book. "We decided to invest in updated IT infrastructure as a way to boost our business capability and reduce operating costs."

**"By refreshing older servers with the multi-core Intel® Xeon® processors, we're delivering automotive value information more quickly and accurately."**

Grant Leathers,  
Director,  
Enterprise Infrastructure,  
Kelley Blue Book

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### Kelley Blue Book selects Intel® Xeon® processors

The Kelley Blue Book IT team decided to use Intel® Xeon® processor-based servers to boost performance, increase processing density, and optimize its virtualization environment. "Intel has consistently delivered on its multi-core processor road map, enabling more and more processing capacity in the same space," says Leathers. "That makes Intel the best platform to support our growth."

The team selected Dell PowerEdge\* servers with the quad-core Intel Xeon processor 5400 series. "We tested the new servers informally in our production environment, and saw performance improvements of up to 50 percent over our dual-core servers," says Leathers. Kelley Blue Book is planning to adopt the six-core Intel Xeon processor 7400 series to further increase performance.

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### Measures of Success

- Kelley Blue Book needed to scale its IT capacity to support increased demand and new services, while also containing costs
- An accelerated refresh cycle for automotive value information required speeding up data processing and delivery
- To support these demands, Kelley needed to refresh many aging systems with higher-performing servers



Virtualizing on Intel® processor-based servers has reduced the number of physical systems, allowing Kelley to support more products and services with the same IT staff.

### Intel Xeon processors increase virtual machines per server

Using multi-core Intel Xeon processors on Dell hardware to scale out its virtual environment, the Kelley IT team has been able to expand virtualization from approximately 10 percent of its systems to nearly 40 percent. The team has also seen an increase of approximately 30 percent in the number of virtual machines (VMs) that can be placed on each physical server.

### IT team estimates savings of \$10,000 per month

Kelley has achieved server consolidation ratios of up to 15 to 1 and reduced energy costs with the new hardware. "Increasing the number of VMs per server with multi-core Intel Xeon processors has allowed us to have fewer physical servers and racks in the data centers," says Leathers. "That is saving us approximately \$10,000 each month in power and cooling costs—not to mention the costs of the racks and physical space that we didn't have to purchase."

### Faster performance for increased business agility

The increased performance provided by the new Intel processor-based servers has enabled Kelley Blue Book to respond more quickly to customer needs. "Loading and processing business warehouse data was taking 16 to 20 hours each time," says Leathers. "Now it's taking half that amount. By refreshing older servers with the multi-core Intel Xeon processors, we're delivering automotive value information more quickly and accurately, which really goes to the heart of our business."

### Return on Investment

- Refreshing aging servers with new Dell\* servers based on multi-core Intel® Xeon® processors enables Kelley Blue Book to accelerate performance of key applications by up to 50 percent, increasing business agility
- The multi-core Intel Xeon processors increase the number of virtual machines that can be placed on each physical server by approximately 30 percent, reducing the need to acquire more data center space
- With more VMs per server, the IT team is able to limit the number of physical systems and save an estimated \$10,000 a month in power and cooling costs



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