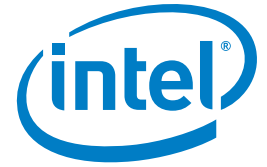


CASE STUDY

Intel® Xeon® processor
7400 series
Virtualisation



Highest quality at the lowest cost

Swisscom IT Services virtualises with Intel® Xeon® processor technology

Swisscom is Switzerland's primary telco provider, with over 5 million mobile phone customers and around 1.8 million broadband connections. With its strategic subsidiary, Swisscom IT Services (ITS), it is also one of the leading Swiss IT service providers and IT-outsourcers. Committed to maintaining its leading position, Swisscom ITS offers a wide portfolio of services to ensure its customers can focus on their core business 24/7, without worrying about their IT resources.



"With Intel we have a good view of its technology roadmaps. This gives us confidence for the future."

Bruno Hürlimann
Head of Data Centre
and Infrastructure Services
Swisscom IT Services

CHALLENGES

- **Stand out:** develop new USPs to differentiate Swisscom IT Services from its competitors in the Swiss market
- **Respond:** act quickly to meet the IT requirements of existing and new customers
- **Simplify:** make server architecture easier to manage while enhancing energy efficiency, reliability and scalability

TESTED SOLUTION

- **Best technology:** IBM x3950* rack servers powered by Intel® Xeon® processors 7400 series
- **Virtualise:** evaluated new platform for scalability and performance when supporting a virtual environment
- **Consolidate:** use virtualisation to reduce size of physical server fleet by a ratio of 80:1

IMPACT

- **Lower costs:** A substantial reduction in OpEx for the computing environment is expected, driven by 60 per cent better performance per Watt and 38 per cent better virtualisation performance for the same amount of power
- **New services:** the more flexible virtual solution means Swisscom IT Services can respond better to customer needs and develop offerings accordingly
- **Business confidence:** with visibility of the Intel technology roadmap, the company can plan knowledgeably for the future

Staying Ahead of the Game

The IT landscape is evolving rapidly, and with new technologies emerging all the time, organisations are always looking for new ways of adapting them for business benefits. For IT services providers like Swisscom ITS, this means not only responding to customer requirements, but even anticipating them, to be able to achieve superior client satisfaction.

In order to meet this challenge, Swisscom ITS is keen to innovate by developing on-demand services to offer to the market. At the same time, it needs to be responsive and flexible enough to meet requirements for new models or services from its existing customers.

Its traditional IT architecture was large and complex to manage, so the team at Swisscom ITS wanted to implement a new platform that would deliver the flexibility and performance its customers needed. "Our clients have very high expectations in terms of quality and efficiency," says Bruno Hürlimann, Head of Data Centre and Infrastructure Services at Swisscom IT Services. "99.9 per cent availability is nothing but standard for today's business-critical services. Furthermore we must reduce production costs by at least five per cent annually in order to offer services at competitive prices."



Swisscom IT Services builds a platform optimised for virtualisation with Intel® Xeon® processor technology

Added to these considerations was Swisscom IT Services' commitment to Green IT. While achieving the highest performance and quality for the best price, it was also dedicated to optimising energy efficiency. Within its architecture, a large chunk of its capacity was not being used, meaning power was being wasted in keeping the servers running at a low utilisation rate.

Bruno Hürlimann and his team knew that the best way to address these challenges was to deploy a virtualisation platform that would make access to applications, web services and databases easy for the company's clients while optimising capacity and power consumption.

The Platform for Virtualisation

The company chose to run an evaluation of a virtual mixed Windows and Linux environment on IBM x3950* rack servers powered by Intel® Xeon® processor 7400 series. Its key requirements were that the platform provides enough headroom to scale virtual instances and that it runs at the minimum power consumption.

Having completed the testing, Swisscom ITS chose to deploy the solution fully within its data centre. Intel's superior multi-core technology and reliability provided the perfect platform for its dense computing environment.

The Intel® Xeon® processor 7400 series delivers up to 60 per cent better performance per Watt compared to the previous generation, and 38 per cent better virtualisation performance for the same amount of power. The company recognised that these results would translate to significant power and cost savings.

The deployment phase of the project, including virtualisation of older servers to the new platform – at a ratio of 80:1 – is expected to take one year. Once it is completed, Swisscom IT Services will significantly reduce its power and space consumption.

Ready for the Future

By virtualising its environment on the rack server architecture, the company is also confident that it will be able to scale capacity up and down smoothly and quickly in response to its customers' performance needs moving forward.

"With the new solution we're able to develop services that fully satisfy our clients' requirements," Bruno Hürlimann says. "The platform enables us to meet our goal of creating our own USPs and to make us more competitive." While new clients will now be added automatically to this new platform, he expects many existing clients to migrate as well.

Spotlight on Swisscom IT Services

- Swisscom IT Services is one of the leading Swiss IT service providers and outsourcers
- The company operates modern, state of the art data centres, not only using the latest technology but also aligning with today's Green IT requirements
- Its core business is the integration and operation of complex IT infrastructures
- Swisscom IT Services is represented by 3,000 employees in 14 locations across Switzerland serving approximately 300 customers

Swisscom ITS is also planning to develop new, unique services on this platform. By building its new virtualisation architecture on Intel® Xeon® processor 7400 series, it has ensured that it already has the high performance and energy efficient foundations, needed to deliver new services developed based on market requirements.

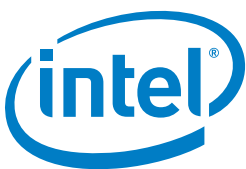
Bruno Hürlimann concludes: "With Intel we're on a safe bet. We have a good view of its technology roadmaps and they show there is more innovation to come. This gives us confidence for the future."

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

Virtualization:

Dynamic Resource Management. Optimize server utilization and increase agility through virtualization and dynamic policy-based resource management

To learn more about Intel's Predictive Enterprise strategy visit www.intel.com/references/pe/index.htm



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