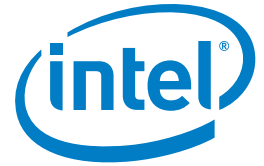


## CASE STUDY

Intel® Xeon® processor 5500 series  
Server Providers  
Energy-Efficient Performance



# Maintaining an Edge in a Competitive Universe

Intel® Xeon® processors help The Planet sustain a leading position in the Web hosting marketplace

To attract and retain customers in the increasingly competitive IT hosting marketplace, The Planet must deploy new technology as soon as it is available. The company integrated new Dell PowerEdge\* servers featuring the Intel® Xeon® processor 5500 series to provide customers with access to cutting-edge technology ahead of other IT hosting companies. The high-performance, energy-efficient Intel® processor-based servers are helping some customers double application performance while enabling The Planet to reduce power consumption by using the new servers in its data centers.



“With help from Intel, we were able to offer services based on the new architecture just two weeks after its official release, and several weeks ahead of our competition.”

– Urvish Vashi,  
General Manager, Dedicated Hosting  
The Planet

## CHALLENGES

- **Sustain a competitive edge.** Integrate the latest processing architectures into the company’s Web hosting offerings ahead of competitors.
- **Deliver outstanding performance.** Help customers maximize application performance while saving the cost of capital investments.
- **Reduce power consumption.** Control server energy consumption and optimize utilization of existing data center facilities.

## SOLUTIONS

- **Dell PowerEdge\* servers with Intel® Xeon® processors.** The Planet deployed new Dell PowerEdge\* servers equipped with the Intel® Xeon® processor 5500 series to provide outstanding performance without increasing power consumption.

## IMPACT

- **Increased performance.** Using the new servers, Web hosting customers can achieve two times the application performance of servers based on the previous-generation architecture.
- **Reduced energy consumption.** The new servers consume at least 30 percent less power than the previous servers and enable the company to better utilize existing data center facilities.
- **Retain a leading position in the marketplace.** With help from Intel, The Planet was able to offer Web hosting services with new Intel technology within weeks of its release, and weeks ahead of competitors.

The Planet succeeds in the crowded IT hosting marketplace in part by offering a full range of technology choices with competitive pricing. To satisfy customers at the higher end, the company must deploy new technologies as soon as they are available. “Our customers are IT professionals who use the IT hosting model to access new server capabilities or processing architectures without having to make large capital investments,” says Urvish Vashi, general

manager of dedicated hosting for The Planet. “To keep their business, we need to offer the latest technologies as soon as they are released.”

Even in challenging economic times, The Planet constantly refreshes its server pool to ensure customer access to cutting-edge technology. The company deploys thousands of new servers every year, retiring older technologies and server models. While The Planet is committed to integrating servers



## Intel® Xeon® Processors Deliver Energy-Efficient Performance

with the latest processing architectures, it also must ensure energy efficiency to control ongoing costs. "We buy new servers every week, but we can't add more power or real estate to our data centers at the same pace and still retain our competitive pricing," says Vashi. "As we replace older equipment, we need to add newer, higher-performance servers without consuming more of our data center resources."

### Customers demand Intel® processor-based servers

For several years, The Planet has relied on an array of Dell PowerEdge\* servers and Intel® processors to meet a wide range of customer requirements. "We are driven by demand," says Vashi. "Intel processors are well-known and respected in the industry for their high performance and reliability. Our customers choose to run their applications on Intel processors."

The team at The Planet has also found that Intel processors can deliver better performance than competing architectures offered at an equivalent price point. "For our high-end offerings, we have found that the Intel® Xeon® processors significantly outperform the competition," says Jon Lowe, senior data center manager at The Planet. "It's an easy decision to work with Intel."

Not surprisingly, the team at The Planet was eager to integrate the Intel Xeon processor 5500 series into its IT hosting portfolio. "Our customers wanted to capitalize on the improved processing performance

and increased memory throughput of the new Intel Xeon processors right away," says Vashi. "Intel provided us with early versions of the architecture so we could thoroughly test our software image and ensure a smooth launch. With help from Intel, we were able to offer services based on the new architecture just two weeks after its official release, and several weeks ahead of our competition."

For the company's premium Web hosting offerings, The Planet now uses Dell PowerEdge R710 servers—2U rack-mountable servers with two processors from the Intel Xeon processor 5500 series. The Planet also plans to incorporate the two-socket PowerEdge T410 tower server in the near future. Customers can choose to run their applications on a range of Linux\* operating system distributions or Microsoft Windows Server 2008\*.

### Intel processors cut Web page delivery times in half

By using servers with the Intel Xeon processor 5500 series, The Planet's customers can improve application performance significantly. "According to our internal tests, the Intel Xeon processor 5500 series can achieve nearly twice the performance on typical customer applications compared with the previous-generation Intel architecture," says Vashi. "E-commerce companies will be able to serve twice as many pages in the same time and support twice as many customers without having to pay for additional servers."

### SPOTLIGHT ON THE PLANET

The Planet is a leading IT hosting service provider that supports more than 18.5 million Web sites produced by 20,000 global businesses. With nearly 50,000 servers in eight data centers, the company provides a range of technology and pricing options so customers can choose the right combination of technology and services to compete more effectively and expand their businesses.

### New servers consume at least 30 percent less power

While the performance of the new architecture helps The Planet's customers, its energy efficiency enables the company to control its internal power and real estate costs. "The Dell PowerEdge R710 servers with the Intel Xeon processor 5500 series consume at least 30 percent less power per server than the previous-generation hardware," says Lowe. "We can plug two more servers into each power strip and cut our operational costs considerably."

### The Planet provides a world of choice

With this fleet of new servers, The Planet can continue to offer customers a full universe of technology options, from cost-effective managed hosting services to dedicated servers based on the Intel Xeon processor 5500 series. "Buying servers with the Intel Xeon processor 5500 series is a sound investment, even in difficult economic times," says Vashi. "We can continue to attract and retain customers by providing breakthrough performance without raising our own costs for power or real estate. The new architecture is a clear choice that will help us sustain our competitive edge."

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