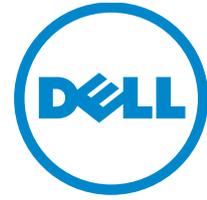


Financial services provider virtualizes servers, cutting energy consumption by around 50 per cent and maintenance by approximately 70 per cent



- Green Efficiency
- Server Consolidation
- Virtualization



“Virtualization with Dell has reduced maintenance time by around 70 per cent.”

David García, IT and Communications Manager, Celeris Servicios Financieros

Customer profile

Company:	Celeris Servicios Financieros
Industry:	Finance
Country:	Spain
Employees:	300
Website:	www.grupoceleris.com

Business need

Celeris needed to reduce server sprawl and energy consumption, while offering customers faster, more reliable access to its financial services such as online banking.

Solution

The firm carried out a [Remote Virtualization Readiness Assessment \(RVRA\)](#) with Dell and then created a more agile, cost-effective virtual environment with [Dell™ PowerEdge™ servers](#).



Benefits

- RVRA demonstrates how a virtualized approach can improve business continuity and cut costs
- Celeris works to consolidate infrastructure by approximately 90 per cent
- IT team boosts productivity by around 70 per cent
- High-performance server generation with Intel® processors uses around 50 per cent less space and energy

Based in Madrid, Spain, [Celeris Servicios Financieros](#) is a financial services provider specialising in consumer loans. The company has taken advantage of developments in IT to offer new services such as online banking. David García, IT and Communications Manager at Celeris Servicios Financieros, says: "We pride ourselves in offering a highly personalised service. The latest technology is essential in helping us maintain our position as a financial services market leader."

"Through the Remote Virtualization Readiness Assessment, Dell forecast that we would cut energy consumption by around 50 per cent – this includes a reduction in air conditioning costs of around 20 per cent."

David García, IT and Communications Manager, Celeris Servicios Financieros

With a physical server environment, the existing infrastructure at Celeris was not only expensive to operate and support, but made it difficult to respond to business needs. The company wanted to replace its fleet of 40 servers with a more agile, virtualized platform, thereby improving service efficiency and reducing the costs and environmental impact of its IT infrastructure. "We had one dedicated server for each service. Dell showed us that [virtualization](#) could solve our problems of spiralling datacentre footprints and costs," says García.

Large-scale virtualization strategy kicked off with trusted partner Dell

Celeris already used a range of Dell™ PowerEdge™ servers. Despite being happy with its Dell technology, Garcia and his team recognised that the ageing infrastructure was in need of upgrade and consolidation. They assessed a number of options. "Again, we chose Dell over HP and IBM because of its extensive product and services portfolio," explains García. "We knew through first-hand experience that Dell servers provide performance on which we can rely."

Dell carried out a [Remote Virtualization Readiness Assessment \(RVRA\)](#) to gauge how to meet the company's needs for greater business continuity and lower running costs. These detailed Dell reports deliver customisable graphical reporting, allowing Celeris to view and manage its workloads and resource utilisation easily.

Dell consultants collected and analysed the data remotely, with minimum onsite intervention. Celeris then received a comprehensive

report of the findings and consulted with Dell on the next steps. "Thanks to Dell's analysis, we were able to allocate the resources required in our new virtualized environment. It also demonstrated the potential energy savings," says García.

Consolidation to reduce infrastructure by about 90 per cent

The virtualization project is being completed in two phases: Celeris is currently working with Dell Certified Partner Powernet to virtualize 17 of its current 36 physical servers onto three [Dell PowerEdge R710 servers with Intel® Xeon® processors 5650](#) running [VMware® vSphere™ 4 Enterprise](#). During a two-year second phase, the remaining 19 servers will be virtualized, resulting in a total infrastructure consolidation of approximately 90 per cent.

Technology at work

Services

Dell Support Services
- [Dell ProSupport™ with Mission Critical](#)

IT Consulting Data Center
- [Remote Virtualization Readiness Assessment \(RVRA\)](#)

Hardware

[Dell PowerEdge™ R710 servers with Intel® Xeon® processors 5650 series](#)

Software

[VMware® vSphere™ 4 Enterprise](#)
- [VMware vMotion™](#)

Reduction
in energy
consumption

50%



Maintenance time reduced by around 70 per cent

Through consolidation and virtualization, the firm has cut the number of physical servers in its server environment. The Dell PowerEdge R710 offers advanced systems management and additional functionality with a smaller administrative workload. Combined with VMware vSphere 4, it lets the IT team remotely manage the entire server infrastructure from one interface. With VMware vMotion™, repairs can be carried out with no downtime.

"It used to take two hours to recover a server, but now we do it in minutes," says García. "And whereas we previously had to set aside a month to launch a new server, we can now complete it in a day. Virtualization with Dell has reduced maintenance time by around 70 per cent."

The new infrastructure gives Celeris the agility it needs to respond to the needs of its business more quickly. And with no interruptions, staff always have the tools they need to offer high-quality customer service.

Data-centre space requirements cut by approximately 50 per cent

The PowerEdge R710 server, with 125 per cent greater memory capacity and

more integrated I/O than previous-generation servers, offers faster, more reliable performance. By reducing its physical servers, Celeris is using a fraction of its previous datacentre space. "The Remote Virtualization Readiness Assessment has shown that we can expect to use around 50 per cent less space in phase one, and achieve additional savings when the project is completed," says García.

Green efficiency achieved with around 50 per cent less energy

"Through the Remote Virtualization Readiness Assessment, Dell forecast that we would cut **energy consumption** by around 50 per cent – this includes a reduction in air conditioning costs of around 20 per cent," says García. The Intel Xeon processors combine with the servers' Energy Smart features to lower energy use, so Celeris will be able to reduce the energy consumption of its server environment.

Seamless customer service with Dell support

To protect its investment and minimise unexpected downtime, Celeris chose Dell ProSupport™ with Mission Critical for its servers. In the event of a critical situation, Dell experts will be onsite within four hours – 24/7,

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David García, IT and Communications Manager, Celeris Servicios Financieros

including holidays. "One of the key factors behind our decision to work with Dell was the high quality of its support. Without fast, efficient technical support, we would increase the probability of downtime and disruptions," says García.

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dell.es



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