MavenWire offers up to 99.9% availability SLAs with Dell servers and storage and 4-hour response support
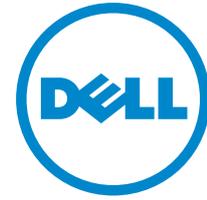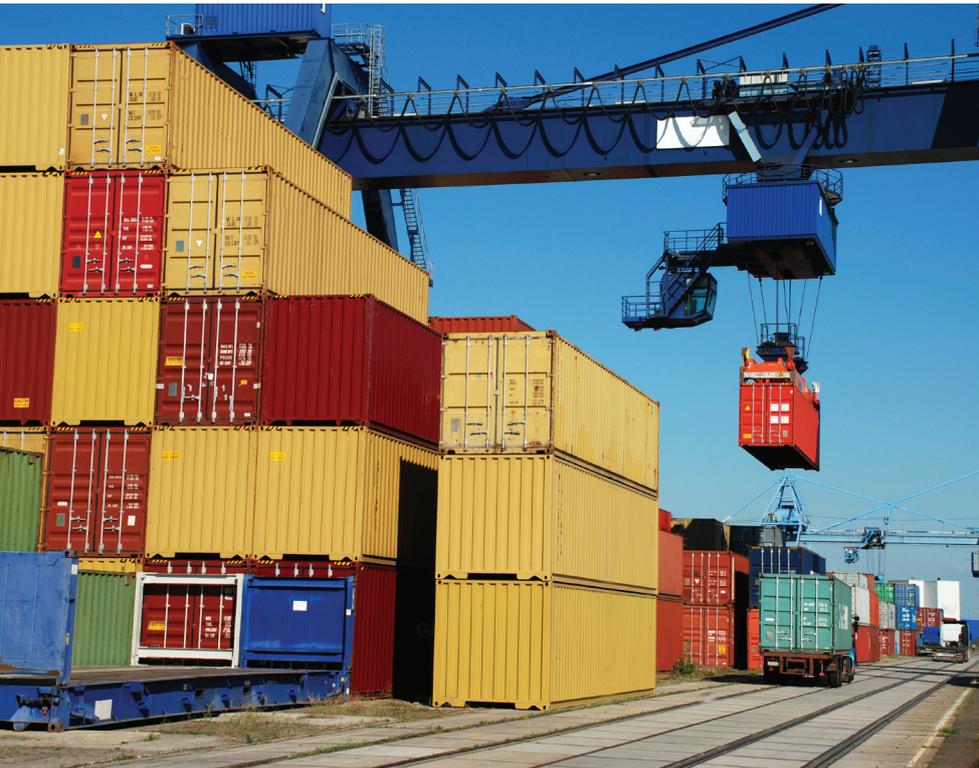
"Server performance is just critical. [We have] a very complex planning and optimization algorithm which needs to process and analyze many, many records before returning results. So the ability to ensure that these algorithms can run optimally is very important for business."

Samuel Levin,
Director of North American Services/
Cofounder, MavenWire

Customer Profile

Company:	MavenWire
Industry:	Hosting Solutions
Country:	United States
Employees:	70
Web:	www.mavenwire.com

Business Need
MavenWire needed a high availability hosting platform to power the compute-intensive Oracle Transportation Management application for customers that could potentially lose hundreds of thousands of dollars for each hour of downtime.

Solution
The company deploys a dedicated environment for each customer consisting of Dell™ PowerEdge™ servers and Dell PowerVault™ MD3000 direct-attached storage.

MavenWire

Benefits
- **Up to 99.9% availability SLAs with Dell hardware and 4-hour support**
- **Potential 6-figure losses averted for customers per hour of downtime**
- **Avoidance of days of systems administration time with single-vendor service from Dell**
- **Fast delivery of Dell servers for customers with aggressive timelines for setting up environments**
- **Superior performance of Dell servers benchmarked against competition**

Getting products from point A to point B is a perennial challenge for those whose businesses depend on distribution networks. The logistics puzzle starts with loading the truck at the factory. It continues with decisions about whether travel by other modes of transportation might offer better value or faster delivery options. And it becomes quite complicated when it factors in the optimal volume of product in every container for the particular route the container will take. Yet optimizing these variables is necessary to ensure that products reach their destination cost-efficiently and quickly.

Fortunately, these complex calculations can be automated in a software solution: Oracle Transportation Management (OTM). OTM delivers robust transportation planning and execution capabilities to shippers and third party logistics providers. It integrates and streamlines transportation planning, execution, freight payment and business process automation across all modes of transportation, from full truckload to complex multileg air, ocean and rail shipments.

For expert assistance in implementing OTM and for hosting the application to keep it available 24x7, companies turn to MavenWire. Based in King of Prussia, Pennsylvania, MavenWire was founded by the logistics experts who were part of the team that wrote the OTM application at G-Log, before Oracle acquired it. The consulting team at MavenWire has in-depth experience in both transportation—providing logistics and supply chain consulting services to blue chip companies —and software applications.

Fast performance with compute-intensive application
Running the massive, compute-intensive OTM application requires leading-edge server performance.

"We're talking about customers that process thousands of transactions per hour," says Samuel Levin, director of North American Services with MavenWire. "These customers put a large number of users on the system, so server performance is just critical.

When those users click something, they need to get a quick response. Also, Oracle Transportation Management has a very complex planning and optimization

Technology at Work

Services

Dell™ Financial Services

Dell Support Services

Hardware

Dell PowerConnect™ 6224, 5224 and 3224 Gigabit Ethernet switches

Dell PowerEdge™ R910 servers with Intel® Xeon® processors 7500 series

Dell PowerEdge R710 and R610 servers with Intel Xeon processors 5500 and 5600 series

Dell PowerEdge 2950 servers with Intel Xeon processors 5400 series

Dell PowerVault™ MD3000 Highly Available Modular Disk Storage Array

Dell PowerVault 132T tape libraries

Software

DaCapo benchmark

Dell Management Console

Red Hat Linux AS/ES 5.x

algorithm which needs to process and analyze many, many records before returning results. The ability to ensure that these algorithms can run optimally is very important for business. Dell servers provide outstanding performance for this application."

Benchmarking eliminates guesswork

MavenWire makes sure that its servers perform at the top of the scale by benchmarking them periodically using a suite of benchmarks that accurately represent OTM's core activities. These include VolanoMark, DaCapo and Soap-Stone. "We benchmark Dell, HP, Sun and IBM servers," says Levin. "And Dell platforms consistently come out on top. That's why we steer our customers toward Dell servers. "

To support its hosted OTM environment, MavenWire uses Dell PowerEdge R710 and R610 servers with Intel Xeon processors 5500 and 5600 series and PowerEdge R910 servers with Intel Xeon processors 7500 series, all running Red Hat Linux. Internally, the company uses Dell PowerEdge 2950 servers with Intel Xeon processors 5400 series. For storage, the company uses a Dell PowerVault MD3000 direct-attached storage array for high performance and high availability. The company deploys a dedicated environment for each customer consisting of PowerEdge servers and PowerVault storage, with Dell PowerConnect 6224, 5224 and 3224 Gigabit Ethernet switches. "The PowerConnect switches are very fast and reliable," says Levin. "They are a great value."

Typically the PowerEdge R610s are on the Web tier, the R710s are on the application tier and the R910s are on the database tier. "As part of our relationship with Dell, we continue to benchmark and review what we can adopt from the Intel release strategy to further improve the performance that our customers are getting today," says Levin. "Many times we get the opportunity to benchmark Dell against the competition when we are going out to customers having performance problems."

The fact that Dell utilizes the latest and most powerful Intel releases as soon as they become available is an important consideration for MavenWire. "Dell is always out there with the latest and the greatest Intel processors as soon as they become available," says Adrian Davies, director of Hosting and Support.

Up to 99.9% availability

In addition to its outstanding performance benchmarks, Dell is an important partner to MavenWire because of the speed with which Dell delivers its servers. "A lot of our customers have aggressive timelines to stand environments up, so the speed with which we can get the hardware delivered is a major factor," says Levin. "Another factor is Dell's support. The four-hour hardware replacement support that we have obviously factors into our ability to offer our customers high availability and high SLAs. Typically we offer anywhere from 95 to 99.9 availability on SLAs, and the hardware has never caused us to miss these SLAs."

MavenWire is keenly aware of the money that its customers could lose as a result of downtime. "One of our first customers came to us after having lost $500,000 from eight hours of downtime," says Levin. "Any of our customers could incur six-figure losses per hour of downtime. If we detect a hard drive failure, we can replace that before the customer even becomes aware of it, thanks to Dell's support services, and there's no downtime."

The company uses Dell Management Console to monitor power consumption and temperature of its servers and to detect issues before they cause problems. "We rely very heavily on the Dell Management Console because it helps us avoid downtime," says Davies. "Because of the monitoring tools we have developed to integrate with the Dell Management Console, we avoid having to use one system administrator to continually monitor customer environments for issues."

MavenWire used Dell Financial Services to lease its first round of servers when

"Dell is always out there with the latest and the greatest Intel processors as soon as they become available."

Adrian Davies,
Director of Hosting and Support,
MavenWire

it first opened for business. "If it weren't for Dell Financial Services, we wouldn't be here today," says Levin.

Saving 2 weeks of administrative time per year

MavenWire saves time by dealing with Dell for its servers, storage and switches. "It definitely saves time to have one call to make for an issue," says Davies. "It's an easier working environment for the system administration team to call Dell when they need something. We just had a renewal coming up for a large group of servers. We got it all done with Dell in a couple of hours. With multiple vendors, it would have taken days. For server support and warranty renewals, having a supplier model saves us an estimated two weeks per year."

It also makes life easier for the MavenWire team to have one roadmap that predicts how their infrastructure will develop in the near future. "Once every few months, we get together with Dell to create a product growth map so that we can see what types of processors are coming out and what types of servers Dell is planning to offer," says Levin. "The whole MavenWire team can know what's coming out and what we'll want to benchmark right away, and what we'll want for our customers. This way no one is blind-sided and we have an idea of where things are going, and for what reasons."

View all Dell case studies at: dell.com/casestudies