



## CHALLENGE

Host Europe wanted to ensure that its infrastructure could scale to handle its complex service offering, and provide high-availability performance to customers.

## SOLUTION

**Hardware:**

- Dell™ PowerEdge™ 6850 servers
- Dell™ PowerEdge™ 2850 servers
- Dell™ PowerEdge™ 1855 blade servers
- Dell™ PowerEdge™ 1850 servers
- Dell™ PowerEdge™ 850 servers
- Dell | EMC CX500 storage array
- Dell™ Remote Access Card
- Dell™ OptiPlex™ desktops
- Dell™ Latitude™ notebooks

## BENEFITS

- Dell storage solution improves information management strategy
- Trusted relationship with Dell
- Server scalability suits growing company
- Built-to-order system hardware meets Host Europe's specific requirements

# Internet service provider deploys high-performance server infrastructure for greater customer service

## Host Europe chooses Dell™ technology to provide advanced performance and reliability

Intense competition in the European internet service provider (ISP) market has impacted the pricing structure in the industry, and brought internet access prices down.

German web hosting service provider Host Europe GmbH, which was acquired in April 2004 by Pipex Communications, understands the pressures facing internet service providers (ISPs) in a fiercely spirited marketplace. Patrick Pulvermueller, Operations Manager, Host Europe GmbH, says: "We are under huge competitive pressure."

Traditionally there are two strategies for handling this situation: lowering prices or increasing quality. Competitors either have to squeeze their profit margins to compete, or deliver a better consumer experience that will justify higher prices. Based in Cologne, the internet service provider (ISP) chose the second route. "We want to win customers using quality," says Pulvermueller. "That's why we only use branded products for our hosting services."

In order to ensure smooth operation and providing quality hosting services to business and residential customers, reliable hardware is absolutely essential for a hosting company. A loss

of server availability could result in lost revenue, lost productivity, reduced customer satisfaction, possible data loss or reduced decision making capabilities.

What's more, as the ISP needed to scale to meet the needs of an increasing customer base, it required a scalable and resilient hardware infrastructure. It also needed a storage solution to act as a secure data store and provide a centralised back-up system to assist business continuity.

### Why Dell?

The decision to buy Dell™ servers was based on the excellent price to performance ratio, fast delivery times and superb Dell service, according to Pulvermueller. "We can configure all the systems exactly as we need to," he says. "Dell really made every possible effort to meet our requirements."

The recognised and trusted reputation of Dell was an added incentive for Host Europe. "The Dell name attracts customers," says Pulvermueller. "We chose Dell not least because its servers are more reliable than most other standard systems."

### Greater customer reputation, increased services

Dell™ PowerEdge™ servers form the basis of all Pipex Communications Hosting's services. Host Europe operates more than 2,000 Dell rack servers, including Dell™ PowerEdge™ 850, 1850, 1855, 2850 and 6850 models.

Customers can rent space on a server or opt for a completely independent server. For only 99 cents a month the company will host a website. Customers with more complex requirements can even rent whole server clusters, for use as web or database servers.



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— **Patrick Pulvermueller**, operations manager,  
Host Europe GmbH

“We use Dell™ PowerEdge™ 2850 and 6850 servers for this service,” says Pulvermueller. These high-end servers are designed for high performance and have up to four 64-bit processors.

For its virtual private server (VPS) service, Host Europe uses the latest blade servers from Dell™. The VPS technology, called Virtuozzo, runs on Dell™ PowerEdge™ 1855 servers, allowing several separate VPS systems to operate on a single physical server. In this way, all the VPS systems share the same server hardware but function completely independently. “Using VPS we can ensure that our servers are used as effectively as possible,” says Pulvermueller, explaining the benefits of the system.

### **Robust storage and server assists business continuity strategy**

For its central storage facility Host Europe uses a Dell | EMC CX500 storage array with more than 120 hard disks and a capacity of 36 terabytes.

Host Europe hosts its Dell servers in two geographically separate computer centres. To ensure that they have the best possible environment and are set up for continuous, fail-safe operation, the computer centres are staffed around the

clock. In addition they are fully air-conditioned and have an uninterruptible power supply (UPS), a redundant energy supply, fire warning systems, automatic fire suppression systems and a fail-safe, high-speed Internet connection. In addition there are stand-by diesel generators, which will provide the computer centres with power in an emergency that impacts the electricity supply.

Despite the large number of Dell™ PowerEdge™ servers, managing them is simple. All the servers have a Dell™ Remote Access Card (DRAC), the company can easily manage all the systems remotely from a central location.



Host Europe is so positive about the high-quality Dell products that it uses Dell systems not only for its customers, but also for its own employees, who have more than 80 Dell™ OptiPlex™ desktops and Dell™ Latitude™ notebooks for use in the office and on the move. Dell technology assisted Host Europe with its mission: to minimise downtime, maximise performance.



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