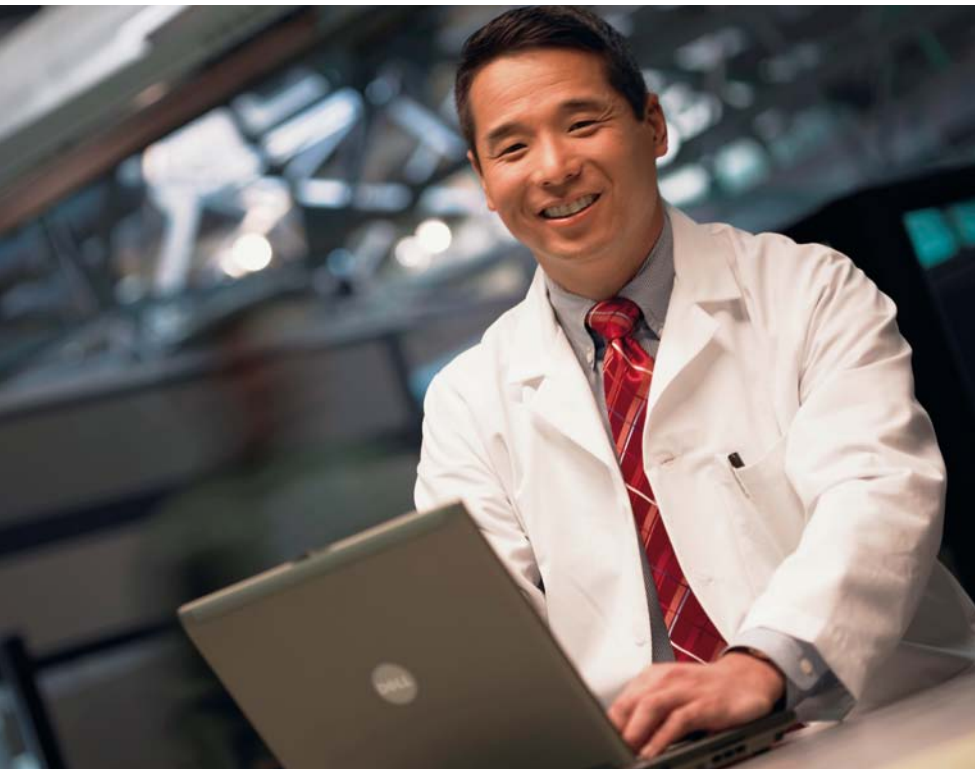


Panasonic Electric Works Information Systems saves thousands of yen through virtualized Dell solution

- Data consolidation and management
- Virtualization



“We believe many other firms could benefit from a virtualized solution based on Dell and Egenera. We plan to use our own expertise to market this solution for mission-critical, core business and peripheral systems.”

*Keisuke Tanaka, division head,
Panasonic Electric Works
Information Systems*

Photos included are for illustration purposes only

Customer profile

Company:	Panasonic Electric Works Information Systems
Industry:	Technology
Country:	Japan
Employees:	554
Website:	panasonic-denkois.co.jp

Business need

Panasonic Electric Works Information Systems needed a flexible solution to work with Egenera® PAN Manager®, with competitive pricing and superior performance.

Solution

The company moved to Dell™ PowerEdge™ servers which enabled application virtualization.

Panasonic

Benefits

- Thousands saved with move to Dell PowerEdge servers
- Seamless access for over 20,000 users
- Time and maintenance reductions through ease of virtualization
- Availability increased for a range of applications
- New commercial opportunities through reselling of Dell and Egenera solution

Panasonic Electric Works Information Systems is responsible for integrating servers for its parent company, Panasonic Electric Works. It has established itself as an authority on infrastructure technology and security. With a reputation for high quality customer service, the company has recently expanded operations to include outsourcing and network solutions.

“We realized we could expect a cost reduction equivalent of tens of thousands yen by reducing the amount of components needed and improving our systems management. We could realize all this by moving to Dell.”

*Keisuke Tanaka, division head,
Panasonic Electric Works
Information Systems*

Panasonic Electric Works Information Systems has pioneered the use of virtualization technology and for many years, the company has used Egenera® PAN Manager® in many of its solutions.

PAN Manager is different from other virtualization applications as it delivers infrastructure orchestration by transforming statically assigned servers and networks into flexible resources that can be rapidly and automatically reallocated. Previously, Panasonic Electric Works Information Systems used these servers in conjunction with another vendor’s blade technology.

While this combination was successful for the company’s core applications, Keisuke Tanaka, division head at Panasonic Electric Works Information Systems, was concerned about total cost of ownership and ease of integration, which was becoming increasingly difficult.

Tanaka says, “Our costs were rising, and although we could justify a combined PAN Manager and BladeFrame solution for core servers, it became impractical for many smaller servers running lighter loads. We needed a new solution, but we were not ready to leave PAN Manager.”

Dell solution results impress

When Dell started working in partnership with Egenera, Panasonic Electric Works Information Systems was intrigued by the combination of Dell™ PowerEdge™ servers and PAN Manager.

As a result, Dell loaned Panasonic Electric Works Information Systems a number of Dell PowerEdge M610 blade servers so that the IT team could verify their performance with

PAN Manager and the company’s existing applications.

The company’s main concern was the reliability of the solution, as uninterrupted operation is critical for Panasonic Electric Works Information Systems. The IT team tested the Dell solution against more than 200 requirements, including reliable failover from production to standby servers.

Tanaka was impressed with the results. “After extensive testing against 200 variables we knew that Dell could deliver the performance and reliability we were looking for,” asserts Tanaka. Panasonic Electric Information Systems decided to use Dell PowerEdge M610 servers with Intel® Xeon® processors as its solution platform for virtual server integration.

The IT team set up an environment with M610 blades housed in a Dell PowerEdge M1000e blade enclosure.

Technology at work

Services*

Dell ProSupport for IT

Hardware

Dell™ PowerEdge™ R710, M610 and 2950 servers with Intel™ Xeon™ processors

Dell PowerEdge M1000e modular blade enclosure

Dell/EMC CX4-120 storage area network

Software

Egenera® PAN Manager®



These are connected to a Dell/EMC CX4-120 storage area network with a Dell PowerEdge server working as a controller node. The environment is protected by Dell ProSupport for IT.

A simpler approach to virtualization

The Dell and Egenera solution delivers better price and performance than Panasonic Electric Works Information Systems' previous solution, and it's simpler to set up and operate. Cabling is reduced with Dell PowerEdge servers, and Panasonic Electric Works Information Systems needs fewer hard disks in each unit.

Best of all, Dell servers can be used with many applications. As Tanaka explains, "A Dell PowerEdge solution is ideal for our business. It allows us to use PAN Manager with a much wider range of applications."

Switch to Dell equates to success with users

The first business application to use the Dell solution is an Internet-based schedule management system used by over 20,000 employees at Panasonic Electric Works Information Systems. The solution has been so successful that Panasonic Electric Works Information Systems already has plans to move five other services to the same platform.

Tanaka says, "Switching to the Dell PowerEdge and PAN Manager solution has worked very well for us, and there are now over 20,000 employees successfully using the solution. Due to this success, we want to move other services to the environment and are looking to extend these across the company."

Dell solution reduces costs by thousands

The Dell and PAN Manager solution reduces management and maintenance time at Panasonic Electric Works Information Systems and represents a better price/performance ratio than the company's previous solution. Tanaka knew that the company would save costs with a Dell solution but was impressed by how much of a difference it has made already.

Tanaka says, "At an early stage in the project we realized we could expect a cost reduction equivalent of tens of thousands yen by reducing the amount of components needed and improving our systems management. We could realize all this by moving to Dell."

A commercially viable solution

The success of the Dell and PAN Manager solution at Panasonic Electric Works Information Systems has convinced Tanaka that other

"A Dell PowerEdge solution is ideal for our business. It allows us to use Pan Manager with a much wider range of applications."

Keisuke Tanaka, division head, Panasonic Electric Works Information Systems

companies might benefit from a similar solution. Panasonic Electric Works Information Systems is now looking to take this solution to customers beyond the Panasonic Electric Works group. Tanaka says, "We believe many other firms could benefit from a virtualized solution based on Dell and Egenera. We plan to use our own expertise to market this solution for mission-critical, core business, and peripheral systems."

For more information go to: dell.com/casestudies and dell.co.jp



The Efficient Enterprise runs on Dell: efficiententerprise.com

*Availability and terms of Dell Services vary by region. For more information, visit: dell.com/servicedescriptions
 © August 2010, Dell Inc. Dell is a trademark of Dell Inc. Intel and Intel Xeon are registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries. This case study is for informational purposes only. DELL MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS CASE STUDY. 10008481.

