

# German e-commerce shop drives future business success with comprehensive IT solution

CONSOLIDATION	■
DATABASE	■
HPCC/CLUSTERING	■
MANAGEMENT	■
MESSAGING	■
MIGRATION	■
BACKUP RECOVERY & ARCHIVE	■
VIRTUALISATION	■



**COMPANY:** NECKERMANN.DE  
**INDUSTRY:** RETAIL  
**FOUNDED:** 1950  
**EMPLOYEES:** 3,400

## CHALLENGE

Neckermann, required a new IT infrastructure to meet the demands of rapid growth. Its e-commerce business had to find a scalable solution to support its future expansion.

## SOLUTION

Dell™ delivered an e-commerce platform based on Dell™ PowerEdge™ blade servers. For advanced data storage, Neckermann also introduced a Dell | EMC storage area network (SAN).

## BENEFITS

- Expert implementation from Dell Services delivers successful solution within three weeks
- Single point of contact avoids time and expense of dealing with different suppliers
- Superior blade server technology offers improved reliability
- Blade server scalability delivers return on investment while meeting the future demands of the business
- Open standards technology drives interoperability to maximise IT investment

**The convenience of online shopping has been a key driver in the success of e-commerce. But behind every successful online store must be a technology platform offering maximum uptime and availability to ensure uninterrupted customer service.**

Neckermann is the third-largest mail-order company in Germany. It offers more than 140,000 items and provides consumers with interactive advice services, the latest fashion videos, and products demonstrated in 3D. These advanced online customer services have helped Neckermann win numerous industry awards.

With internet trading rising rapidly in Germany, Neckermann wanted to do more to ensure it could cope with new peaks of customer demand. Its existing IT infrastructure was based on proprietary systems, which made it difficult and expensive to expand.

Following an extensive review of the market, Neckermann chose a solution designed by Dell™ to be easily scalable. The solution consists of a range of 130 Dell™ PowerEdge™ servers powered by dual-core Intel® Xeon® processors.

Now the company has 90 Dell™ PowerEdge™ 1955 blade servers set up to support the web network, and 40 Dell™ PowerEdge™ 2850, 2950 and 6850 servers working as its database servers. They host its existing MySQL database and run on SuSe® Linux Enterprise Server 9. All of these servers connect to a Dell | EMC storage area network (SAN) with 3 terabyte capacity. This was installed to manage the company's data security and storage requirements.

## Superior execution from Dell Services delivers solution in less than three weeks

The quality of Dell services was a key reason why Neckermann.de decided to roll out its infrastructure. Dell was able to manage the entire implementation process. Its superior execution meant the entire solution was implemented quickly and smoothly.





## HOW IT WORKS

### Hardware:

- Dell™ PowerEdge™ 1855 and 1955 blade servers
- Dell™ PowerEdge™ 2850; 2950; 6850 servers
- Dell | EMC storage area network (SAN)

### Software:

- MySQL
- SuSe Linux Enterprise Server 9, Service Pack 3
- Windows Server® 2003

### Services:

- Infrastructure consulting services (ICS)
- Gold enterprise support

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– **Jesus Villar-Rodriguez**, *Websystems/Backend Team Leader, Neckermann*

Jesus Villar-Rodriguez, Websystems/Backend Team Leader, Neckermann, says: “The service Dell provides was one of the most important points of all. We recognise the value of using the best people to get the best results. We don’t want to tie up our own in-house resources when there are skilled experts for the job. This is why we called in external help from Dell to manage the implementation. The assembly side of the physical operation went off without a hitch. From ordering to the solution being fully operational took less than three weeks.”

### Single point of contact avoids time and additional expense

Another deciding factor for Neckermann was the commitment Dell™ has to providing a single point of accountability, acting as the sole point of contact for any number of suppliers involved in the solution. Villar-Rodriguez says: “Having a single point of contact at Dell™ was a huge benefit. We didn’t have to jump from one contact to another and wait ages for results. Dell was in control.”

### Industry-standard technology drives high value and scalable blade server solution

Neckermann has already benefited from Dell’s industry-standard technology, which delivers greater flexibility and superior value. By moving from a solution based on proprietary software, the

company is no longer locked into a single vendor’s technology. And with the flexibility of Dell blade servers, the business can simply scale out when it needs. Neckermann has already moved from the initial 40 blade servers up to 130.

Villar-Rodriguez says: “Dell takes advantage of industry standards, which makes it easy for us to take a modular approach and add capacity with additional blade servers as and when we need them. We began with 40 blade servers, and we’re now already up to 130. We can easily expand to meet our business needs. In addition, the blade servers provide a stable platform, which offers outstanding availability. Systems failures are now a thing of the past.”

Villar-Rodriguez continues: “In view of our rapid growth, an analysis revealed that expanding the UNIX computers would have entailed far too high costs. The switch from proprietary UNIX computers to standards-based servers has already paid for itself after only one year.”

### Maximum value of IT investment achieved with interoperability

The Dell implementation of industry standards technology is further enhanced by its strategic relationships with third-party partners, such as MySQL. Together, the parties develop interoperability between technologies to deliver high-performing solutions.

Villar-Rodriguez says: “Ensuring that the different components of a solution integrate effectively are important to realising optimum performance and maximum value of your investment. Because Dell has an alliance with various industry leaders, we can be assured that the hardware and software components have been tested beforehand. This combination delivers high value to any business.”



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