

Hosting provider reduces server footprint by around 60 per cent and increases revenue by approximately 40 per cent with virtualized environment

- Backup, recovery and archiving
- Data consolidation and management
- Management
- Virtualization



“Dell consultants advised us on virtualization and Dell’s alliance with VMware was fundamental to the project running smoothly.”

*Iñaki Calvo, Chief Executive Officer,
ICM Netsystems*

Customer profile

Company:	ICM Netsystems
Industry:	Hosting Solutions
Country:	Spain
Employees:	6
Website:	www.icm.es

Business need

ICM Netsystems wanted to gain competitive advantage by implementing an agile infrastructure that would support business growth and increase the availability of its hosted services.

Solution

The company deployed a virtualized infrastructure based on Dell blade servers and EqualLogic storage, and protected by Dell ProSupport.



Benefits

- Company increases revenue by around 40 per cent with efficient IT
- ICM reduces servers by around 60 per cent with virtualization project
- Customers gain peace of mind from high availability systems and storage
- IT team makes repairs faster with Dell ProSupport

Originally an internet service provider, Barcelona-based [ICM Netsystems](#) has expanded its offering in recent years. It now manages systems, databases and web applications for customers, and sells hosted services and customised marketing.

“Our new infrastructure gives us better performance and takes up less space. We’ve replaced 50 rack servers with 20 virtualized PowerEdge M610 blade servers.”

Iñaki Calvo, Chief Executive Officer, ICM Netsystems

ICM’s strategy is to stand out by providing excellent customer service. Consequently, the company needs to offer high availability systems. It decided to reinforce this by replicating its IT infrastructure. Iñaki Calvo, Chief Executive Officer at ICM Netsystems, says: “We were looking for a replicated infrastructure that would give us the uptime and reliability to put us ahead of our competitors.” The company also wanted to grow faster without compromising the quality of its service. However, in the past, because each client had a dedicated physical server, business growth had led to server sprawl.

ICM reduces servers by around 60 per cent with virtualization

ICM took advice from Dell consultants on how to get more from its servers with virtualization. Calvo says: “Dell consultants advised us on virtualization and Dell’s alliance with VMware was fundamental to the project running smoothly.” Across two sites, ICM implemented [Dell™ PowerEdge™ M610 blade servers with Intel® Xeon® processors 5500 series](#) in Dell PowerEdge M1000e modular blade enclosures. The firm reduced its server footprint by 60 per cent in the wake of the project. Calvo says: “Our new infrastructure gives us better performance and takes up less space. We’ve replaced 50 rack servers with 20 virtualized PowerEdge M610 blade servers.”

High availability storage gives customers peace of mind

“We’re extremely satisfied with the high availability storage we get from the [Dell EqualLogic PS4000XV storage area network \(SAN\)](#). It does exactly

what we expected and gives our clients extra peace of mind that their data is protected,” says Calvo. The SAN conducts regular system health checks to ensure that all components are fully functional. In addition, the IT team can recover data for virtual servers and applications quickly using Auto-Snapshot Manager/VMware edition.

This automates VMware’s integrated data protection and disaster recovery features, giving ICM the confidence that it can quickly recover its applications, virtual servers and data.

The firm has also doubled its backup capacity by deploying a [Dell PowerVault™ MD3200i SAN](#), which is

Technology in practice

Services

[Dell ProSupport](#)
– Next Business Day Onsite Service

Hardware

[Dell™ PowerEdge™ M610 blade servers with Intel® Xeon® processors 5500 series](#)

[Dell PowerEdge M1000e modular blade enclosures](#)

[Dell EqualLogic PS4000XV storage area network \(SAN\)](#)

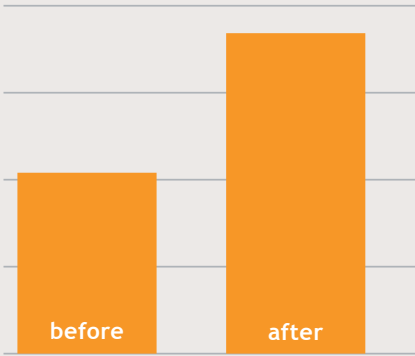
[Dell PowerVault™ MD3200i SAN](#)

Software

[VMware](#)

[Dell EqualLogic Auto-Snapshot Manager/VMware edition](#)

Benefit: Revenue up 40%



capable of taking eight snapshots per virtual disk and 128 snapshots per system.

Company increases revenue by around 40 per cent with efficient IT

ICM has replaced its old hosting model, where clients had dedicated physical servers. It now has up to five clients per server, which has helped increase revenue by between 30 and 40 per cent over a year. Since deploying the infrastructure, ICM has increased its productivity. Administrators can provision virtual servers and storage faster thanks to VMware. Calvo says: "In the past, it took two to three weeks to configure and deploy a physical server, but now it takes the IT team between 60 and 90 minutes to set up a virtual server." In addition, the company has doubled its server capacity by replacing 50 physical servers with 100 virtual servers on 20 physical hosts. Even with this increase, the IT team finds it easy to manage the servers through the VMware interface.

IT team makes repairs faster with Dell ProSupport

As a hosting provider, ICM has a wealth of IT expertise. However, to help ensure the availability its clients require, ICM has Dell ProSupport Next Business Day Onsite Service. "We use [Dell ProSupport](#) mainly to get replacement parts quickly, but it's reassuring to know there's another resource to tap into if we need it," says Calvo.

For more information go to: dell.com/casestudies/emea and dell.es/casestudies

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Iñaki Calvo, Chief Executive Officer, ICM Netsystems



The Efficient Enterprise runs on Dell: efficiententerprise.com

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