

JUST IN CASE **A SHOWCASE** **OF CUSTOMER** **SUCCESSSES**



EDITION 3



SIMPLIFIED IT REDUCED OUR COSTS AND RAISED EFFICIENCY



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WE TAKE THE TIME TO UNDERSTAND YOUR BUSINESS



*Katherine Bennett,
Director and General Manager of
UK&I Corporate Accounts*

Many of you have expressed interest in learning more about how other organisations are working with Dell™ to simplify their IT infrastructures. As such, we are excited to announce the third edition of Just in Case.

We believe that you should spend less on maintaining your IT infrastructure and more on using IT to drive growth in your business.

By sharing some of our recent experiences in working with customers, we hope to inspire you to get real value from your IT solutions.

Yours sincerely,

Katherine Bennett,
Director and General Manager of UK&I Corporate Accounts



CHALLENGE

The BMW Sauber F1 Team competes in one of the world's most technologically demanding sports. It needed a reliable IT partner to deliver high-performing, robust systems to meet exceptional IT objectives and achieve the best results on the racetrack.

SOLUTION

Together, the BMW Sauber F1 Team and Dell™ have deployed new pit and production systems that run wherever they compete, anywhere in the world. The solutions consist of Intel® based Dell™ notebooks, Dell™ workstations, Dell™ PowerEdge™ servers, Dell™ UltraSharp™ widescreen monitors and customised services.

BENEFITS

- New robust technology works well in extreme environments
- Dell™ Latitude™ notebooks and Intel® Centrino® Duo processor technology combine to help the race cars get off the grid
- Faster evaluation of race-critical data helps achieve optimum performance on track



THE BMW SAUBER F1 TEAM GETS ON THE FAST TRACK WITH NEW IT SOLUTION FROM DELL

“Having equipment that is outstanding in quality, reliability and performance gives us the confidence to push the limits when we compete.”

BMW Sauber F1 Team



Official Partner

BMW-SAUBER-F1.COM

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BMW Sauber F1 Team

Formula One is the most competitive and technologically advanced sport in the world.

Teams at the top need operations to run at the highest level, with great precision. Since 2005, Dell has worked with the BMW Sauber F1 Team to provide IT solutions that can withstand extreme conditions, like travel and temperature changes – and at the same time deliver optimal performance.

In 2006, Dell™ became an Official Partner of the BMW Sauber F1 Team. Dell provides IT equipment for the BMW Sauber facilities in Munich, Germany and Hinwil, Switzerland, as well as race locations worldwide. Willy Rampf, Technical Director, BMW Sauber F1 Team, says: “Our race teams and engineers need reliable, state-of-the-art technology to achieve the best results. We chose Dell because we trust its products and services. It gives us the confidence to push the limits when we compete.”

For each race track, a modified software program is required. BMW Sauber engineers on the starting grid use a Dell™ Latitude™ 820 notebook, with Intel® Centrino Duo processor technology, to download a customised program to the race car’s computer. Without it, drivers are unable to start.

Robust technology for diverse environments

The BMW Sauber F1 Team created a customised pit system with Dell and Intel products. The unit’s foldable steel case with in-built cooling system can be wheeled onto a truck or plane, then placed beside the race track. Wherever the team is, it has effective IT support. The pit system includes slim Dell™ PowerEdge™ 1950 servers with Windows®

XP for easy mobility. Dell™ Latitude™ D820 notebooks provide high-end graphics and powerful performance, running applications like Atlas (telemetry) and Matlab (calculations). Team members have full confidence in the technology to run their business-critical systems in unusual environments.

Fast evaluation of race-critical data optimises performance

The BMW Sauber F1.07 car has over 100 sensors that collect race data to be processed through Intel-based Dell™ PowerEdge™ 1950 servers to Dell™ Latitude™ notebooks. Mission-critical data – from oil temperature to tyre wear – influences race strategy and tactics. Engineers evaluate the data in the pit system and communicate their feedback to drivers via radio. Rampf says: “Our engineers are much happier. The Dell™ Latitude™ notebooks have a much higher resolution and present a clearer view of our telemetry system.”

Dell™ UltraSharp™ 2007 WFP widescreens allow engineers to use a picture-in-picture function, displaying telemetry data and live feeds from the track on one screen, saving time and pit space.

Dell™ also provides Platinum Enterprise Support to maximise system availability and performance. Rampf says: “With its Platinum support Dell ensures that anywhere in the world, we will have technical support within one hour.”

Customer satisfaction extends partnership

The IT team at BMW Sauber F1 uses Dell™ Premier Pages™ to buy and configure products, saving time on delivery and ensuring products are built-to-order without unnecessary features.

Production facilities in Hinwil and Munich have rolled out 67 Dell Precision™ 690 workstations with 64-bit Dual-Core Intel® Xeon® processors for testing new components. Since deployment, the computer processing unit has doubled in speed. Rampf says: “The BMW Sauber F1 Team works with Dell to evaluate new technology. If the equipment supports the objectives it can be deployed as soon as it becomes available.” He adds: “The biggest benefit of working with Dell is that our hardware solution is always at the leading edge of the industry – just like how we want to lead on the race track. We are looking forward to extending our partnership with Dell in the future.”

CHALLENGE

To globally standardise Boeing on Dell desktop and notebook computers.

SOLUTION

Dell™ Managed Services provides Boeing with Dell OptiPlex™ desktop and Dell Latitude™ notebook computers, Dell Precision™ workstations, displays, personal digital assistants, network printers and desktop peripherals worldwide.

BENEFITS

- Successful integration of Dell hardware, software and solutions into Boeing processes and systems
- Dell's ongoing client support, customised IT infrastructure services and management of printers, peripherals and consumables help Boeing lower its total cost of ownership



DELL PROVIDES CUTTING-EDGE SOLUTIONS TO STANDARDISE BOEING'S IT INFRASTRUCTURE

“The combination of capability, flexibility, and cost effectiveness offered by Dell has contributed significantly to the ability of Boeing to lower our total cost of ownership for desktop computing.”

Boeing is the world's leading aerospace company and the largest manufacturer of commercial jetliners and military aircraft combined. Additionally, Boeing designs and manufactures rotorcraft, electronic and defense systems, missiles, satellites, launch vehicles, and advanced information and communication systems.

As a major service provider to NASA, Boeing operates the Space Shuttle and International Space Station. The company also provides numerous military and commercial airline support services. Boeing has customers in more than 90 countries around the world and is one of the largest U.S. exporters in terms of sales. Headquartered in Chicago, Boeing employs more than 150,000 people across the United States and in 70 countries. Total company revenue for 2006 was US\$61.5 billion.

Boeing standardises on Dell worldwide quality for lower TCO

The aerospace industry was built on precision, innovation and reliability. Like Boeing, Dell has built its reputation on the same principles, which infuse its products and services. It's no wonder that Boeing selected Dell as its worldwide corporate standard for desktop and notebook personal computers, associated PC peripherals and selected services more than a decade ago. Boeing currently has an installed base of approximately 150,000 Dell personal computers.

Standardising on Dell machines across Boeing plants and facilities establishes consistency with

a common infrastructure and tool set, helping to reduce complexity of management and improve the end user experience and productivity. In turn, Dell is able to ensure product integration with Boeing processes and systems—from purchasing to the Boeing help desk. Through Dell Services, Boeing is assured quality client support that is reliable, predictable and efficient. Dell also offers Boeing personnel an employee purchase plan that delivered 12,000 systems in 2005.

“The combination of capability, flexibility and cost effectiveness offered by Dell has contributed significantly to the ability of Boeing to lower our total cost of ownership for desktop computing,” says Scott Griffin, Chief Information Officer for Boeing.

Dell delivers on trusted relationship with expanded services

Dell is focused on continuing to deliver the best customer experience and support for the IT infrastructures and business goals of companies such as Boeing. In April 2006, Boeing extended its relationship with Dell to include a contract for the day-to-day management of thousands of printers

spread across the aerospace company's North American operations. As part of the five-year, multimillion dollar printer management agreement, Dell has provided Boeing with customised IT infrastructure services such as installation, repairs and asset optimisation. Dell also supplies Boeing with printer consumables including toner, paper and fuser kits.

“We have been working with Dell for more than 10 years, and this extension of managed services underscores the trust we have in Dell to deliver what we need when we need it,” notes Earl Beauvais, Director of Boeing Print and Copy Services. “It's important for us to have a partner who fully understands how we can get the most out of our IT infrastructure investment.”



BOEING.COM

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CHALLENGE

With a global client base, financial trading company CMC Markets must ensure that its customers can conduct online trading activities 24 hours a day, seven days a week. To do this, the company needs a cost-effective and robust infrastructure that supports its operations around the clock.

SOLUTION

The company rolled out a network with industry-standard Microsoft®, Red Hat Linux and Oracle software and a new storage system complete with business continuity features. The solution includes Dell / EMC CX400 and CX500 storage area networks (SANs), Dell™ PowerEdge™ 6650, 6850 servers and 2650 servers, Dell™ 1855 blade servers, and is supported by Dell Enterprise Gold Support.

BENEFITS

- An enterprise-class network that ensures CMC Markets is online around the clock
- 24/7 access to proactive technical support staff who understand the company's exact requirements
- Enhanced processing performance that delivers administrative efficiencies and improved reporting



FINANCIAL TRADING COMPANY GETS TOTAL RELIABILITY FROM NEW DELL INFRASTRUCTURE

“The great thing about Dell is that you can talk to its technical people and they listen to you.”

CMC Markets

Financial trading company CMC Markets offers online trading to clients worldwide. The company must have a reliable, high-performing infrastructure to support its core service and meet the needs of all of its clients. When the company decided to simplify its operations, it looked for an IT solution that would deliver maximum uptime and streamline work processes.

CMC Markets' commitment to offering a cost-effective trading service has helped it become one of the world's leading players in online trading. The service attracts customers from over 100 countries and needs to ensure that its customers can carry out online transactions and orders quickly and easily, around the clock.

Michael Coe, Technical Project Manager, CMC Markets, says: “As a company, we need to be able to offer our clients a high-quality service at a low cost. We depend heavily on our technology infrastructure to support our operations 24 hours a day, seven days a week. There's no room for downtime.”

When the company made the decision to enhance the efficiency and reliability of its IT environment, it looked for a partner with proven price/performance and personalised support. Coe says: “We made a decision to buy all our server and storage technology through a single supplier. We wanted to simplify our operations and Dell became our supplier of choice, partly thanks to the cost effectiveness of its products, but also due to its understanding of our precise business needs.”

New infrastructure transforms operations
Dell's solution created a new storage system with complete business continuity features that applied a clustering configuration of servers to boost resilience. The solution included high-performance Dell™ PowerEdge™ 6650, 6850 and 2650 servers, as well as Dell™ 1855 blade servers. The Dell™ PowerEdge™ servers are linked to Dell / EMC CX400 and CX500 storage area networks (SANs) – scalable storage solutions that give CMC Markets improved information management.

In addition, the solution established an infrastructure powered by enterprise-class software from Microsoft®, Red Hat Linux and Oracle.

Coe says: “We're really pleased with our new servers. The clustering makes such a big difference. If one of our servers should fail, another one can simply take over.” He adds: “The new infrastructure has completely transformed the way we work. It has had a significant impact on our back-office processing tasks. Jobs that used to take hours now only take minutes. Because we consolidated and re-architected our systems to run on Oracle, for example, we are able to establish how much loss or profit we've made in real time.”

24/7 support

CMC Markets was able to take advantage of Dell's Enterprise Gold Support package, which provides 24 hours a day, seven days a week access to Dell experts. Coe says: “We have direct access to technical experts on the telephone and that made a real difference to us. Being highly technical here, we don't want to have to go through the typically time-consuming troubleshooting process if we have a problem and know where the problem lies.”

“The great thing about Dell is that you can talk to its technical people and they listen to you,” continues Coe. “They accept that you know what you're talking about and enter into a real dialogue. The support staff take your opinions into account. It's almost like working internally in your own business. They know what you want to get out of a project and they do their best to make sure it happens. We can even have parts delivered to us within two hours.”

CMCMARKETS.COM

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DELL.CO.UK/CMCMarkets**

CHALLENGE

Due to a rapid expansion strategy, asset management company First Engineering was experiencing major increases in data volumes year-on-year. The company needed a datacentre that could cope with this heavy data traffic by providing 2.5-plus terabytes of disk space and cost-effective scalability.

SOLUTION

Dell designed, delivered and serviced a solution comprising Microsoft® Windows Server™ 2003 supporting Dell™ PowerEdge™ 1855 blade servers for cost-effective, space-saving scalability, and a Dell™ PowerEdge™ 4210 Rack running an Oracle 10g real application clusters (RAC) database. The solution also included a Dell / EMC CX300 storage area network (SAN) for dedicated, secure storage.

BENEFITS

- Effective solution with a superior price/performance ratio
- Blade servers with optimum performance and high-density computing that deliver cost-effective scalability
- Industry-leading SAN storage for industry-standard business continuity and low-cost growth
- Dell Services ensures successful migration through project management expertise



EXPANDING UK SERVICES COMPANY DEPLOYS BLADE SERVERS FOR A SCALABLE, COST-EFFECTIVE DATACENTRE

“Without Dell Services, the success of the implementation was seriously compromised.”

First Engineering

First Engineering is an asset management company that provides services to the railway industry, including track renewals, cable installation and engineering consultancy. After undertaking a rapid expansion plan, the company realised its datacentre's existing environment lacked the tools to continue managing its increasing data volumes efficiently and cost-effectively.

Alan Robertson, IT Services Manager at First Engineering, says: “We believed that we lacked the hardware needed to run the datacentre with 24/7 reliability, robustness and resilience moving forward. We needed a solution that offered a lot of disc space and delivered cost-effective scalability.”

The organisation invited Dell™ to present a suitable solution. Robertson says: “The Dell account team showed an excellent understanding of what we were running in the present Oracle environment. The team also made it clear that they were thinking about an all-round solution instead of just selling us a bit of kit. I quickly came to realise the benefits that Dell technology delivers.”

Enterprise-class data storage with reliability and security

Dell designed, delivered and serviced a solution comprising Microsoft® Windows Server™ 2003 supporting Dell™ PowerEdge™ 1855 blade servers and a Dell™ PowerEdge™ 4210 Rack running an Oracle 10g real application clusters (RAC) database and other functions such as document repository. “The Dell blade servers mean that as we develop the datacentre in the future, we can save space

and expense without compromising on server performance,” says Robertson.

Dell further installed a Dell / EMC CX300 storage area network (SAN) and deployed storage management applications Navisphere and Snapview. “The immediate benefit of the SAN is that First Engineering has a system that ensures business continuity,” says Robertson. “It provides the company with a repository that continually protects the security and accessibility of its data.” As the company's data volumes grow, the company can also scale the SAN cost effectively.

Dell Services delivers

“Without Dell Services, the success of the implementation was seriously compromised as we did not have the expertise to perform the installation,” says Robertson. “For this reason, and given the mission-critical nature of our database environment, the role of Dell Services was vital.”

Throughout the engagement process, both before and during the implementation, First Engineering had a single point of contact at Dell who dealt with any queries. Robertson says: “This worked incredibly

well. Right from the start, there was someone for me to contact in case I had any questions. Obviously, for a project of this importance, having this resource is very comforting.”

The role of Dell Services continued post implementation, ensuring First Engineering's IT administrators received training on how to best manage the new infrastructure. Robertson says: “Dell is providing training so we can support the new environment cost efficiently in the future.”

A real return on investment

The Dell solution delivered value for money compared with its competitors. Robertson says: “You can definitely say that we are getting value for money. The technology offered the greatest price/performance of all the solutions considered.”

The total cost of ownership is further reduced as First Engineering has Dell Enterprise Gold Support. The three-year service means the organisation gains immediate access to Dell's highest-level engineers 24/7. This ensures that any issues challenging the new environment receive attention without delay.

FIRSTENGINEERING.CO.UK

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DELL.CO.UK/FirstEngineering**

CHALLENGE

When Goldsmiths acquired two prestigious companies, the amount of data its IT system processed increased by 50 per cent. While its existing Dell / EMC CX400 storage area network (SAN), which supports its SAP system landscape, was able to cope with the sudden growth, the company's IT team wanted to add new systems for easier management.

SOLUTION

Dell™ Infrastructure Consulting Services helped Goldsmiths see the cost benefits of upgrading to a Dell / EMC CX500 SAN. The solution offers solid, reliable support for the company's expanding SAP solution, while coping easily with the sudden increase in data processing.

BENEFITS

- Dell™ Infrastructure Consulting Services ensured migration was fast, within budget and non-disruptive to users
- The acquisition of new business was completed in record time – just three months
- Dell SAP Competency Centre offers continued advice on the best infrastructure configuration for optimum performance and availability



UK JEWELLER SEAMLESSLY ACCOMMODATES 50 PER CENT GROWTH WITH POWERFUL STORAGE AREA NETWORK

“Dell worked around our schedules. Its professional team just took control and did all the work.”

Goldsmiths

A sudden increase in business data, new applications, and users can place a strain on organisational systems, leading to ongoing management issues and business disruption. These were problems that the Goldsmiths Group, one of the largest jewellers in the UK, was keen to avoid when, in 2006, it merged with jeweller Mappin & Webb and watch retailer Watches of Switzerland.

Goldsmiths' 120 head-office employees rely on a SAP enterprise resource planning (ERP) system for most day-to-day aspects of running the business, from finance to logistics and warehousing. Graeme Summerville, Head of IT at Goldsmiths, says: “For some years, we have successfully run SAP and our other software on a Dell™ infrastructure, including a Dell / EMC CX400 storage area network (SAN).”

An effortless upgrade

But the company's sudden growth increased the amount of data it processed by 50 per cent. Although the existing system could cope, Goldsmiths also wanted to add more servers to the SAN. “An upgrade to the Dell / EMC CX500 SAN would give us a fully supported system and a new, more powerful SAN that could see us even further into the future,” says Summerville.

Phil Sherwin, Systems Manager at Goldsmiths, was concerned that the migration of data might temporarily compromise performance or disrupt users. But Dell™ consultants worked closely with Goldsmiths to perform the upgrade quickly and within budget. “Dell worked around our schedules so that we could plan the move at a quiet time and

minimise the impact to the business,” he says. “Its professional team just took control and did all the work. There were no problems and the users didn't even notice the changeover.”

Securing the business with reliable IT

The vast scalability of the Dell / EMC CX500 SAN has allowed Goldsmiths to centralise the storage of numerous additional Dell™ PowerEdge™ servers on the environment, so IT administrators can manage more systems than before from one central location.

The new SAN also offers enhanced redundancy and failover for optimum reliability. Sherwin says: “The system is so stable that even when we have technical problems, it sorts itself out. Several layers of redundancy give us peace of mind, and the system frees us to focus on other areas of the business.”

Driving better business through dedicated support Goldsmiths finds Dell™ Gold Enterprise Support service is second to none. “The phone is always answered quickly and the people at the end of the line know what they're talking about,” says Summerville.

Dell also operates SAP Competency Centres to advise customers on how to get the most from their investments. As a result, Goldsmiths was able to eliminate some of the risk in the deployment and sustain its rapid expansion. In fact, the upgrade accelerated Goldsmiths' acquisitions, which were completed in record time. “Full integration took just three months, thanks to our IT team and to Dell support. This was as much a surprise to us as it was to our competitors,” says Sherwin.

Meeting future needs with scalable systems

The Dell system gives Goldsmiths an infrastructure that promises to sustain steady growth for years to come. Its IT team has already set strategic development goals. Among these is a plan to take on a new head-office building and introduce disaster recovery between the offices. The company is also considering a virtualisation implementation using VMware Technology.

“We wouldn't be able to do this without the SAN,” says Summerville. “It opens up options that we probably wouldn't have considered in the past. The Dell / EMC CX500 SAN is a strategic opportunity for us. It works around the clock and can cope with whatever we throw at it.”

GOLDSMITHS
SINCE 1778

GOLDSMITHS.CO.UK

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DELL.CO.UK/Goldsmiths**

CHALLENGE

Google required extensive customisation, single-point contact and fulfilment, and high product quality to bring the Google Search Appliance to the enterprise.

SOLUTION

Dell's OEM Industry Solutions Group provided extensive customisation to Dell™ PowerEdge™ 2950 servers running the Linux® operating system to form the foundation for the Google Search Appliance. They also provided a single source of sales and technical expertise, customer fulfilment, and worldwide regulatory compliance capabilities.

BENEFITS

- Solution helps speed the time to market for the Google Search Appliance with improved supply chain management and customer fulfilment capabilities
- System improves appliance quality and performance, reducing service calls and replacement costs
- Dell helps improve the customer experience by helping Google exceed service-level agreements



DELL OEM SOLUTIONS GROUP AND SERVERS FORM THE FOUNDATION OF THE GOOGLE SEARCH APPLIANCE

“Dell is enabling us to go to market quickly while scaling faster - in more locations - and all with a lean staff.”



GOOGLE.COM

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Google With a mission to organise the world's information, Google has grown from humble beginnings to become a \$150 billion business. Along the way, the popularity and ubiquity of Google led the search engine company to expand its vision with a way to organise the corporate world's information. To accomplish this goal, Google needed to find a strong strategic partner.

Introduced in 2002 as a scalable, plug-and-play search solution, the Google Search Appliance is a bright yellow box that is in demand worldwide. “We’ve worked hard to create a product that provides a high-quality, worry-free search experience,” says Aidymar Bigio, Manufacturing and Operations Manager at Google. “Our appliances are vital to our customers’ businesses. Ultimately, we wanted a strong partner who was well-versed in worldwide supply chain management with proven expertise from end to end.”

The Google Enterprise team began a thorough selection process to find the right partner. “It didn’t take us long to select Dell,” explains Bigio. “With excellent engineering and service, as well as proficiency in all facets of supply chains, Dell’s OEM division provided us with no-excuses dependability and flexibility, which extends to every one of our customers.”

Dell PowerEdge 2950 servers power enterprise search

The Google Search Appliance is based on the Dell™ PowerEdge™ 2950 server running Linux for seamless integration of hardware and Google’s sophisticated

software. The Dell™ PowerEdge™ 2950 features Intel® Xeon® processors to create a truly plug-and-play search appliance with robust performance.

The Dell™ PowerEdge™ 2950 server provides Google customers with a user-friendly experience. “The Google software model is very different in that we actually sell an appliance,” states Bigio. “Customers don’t have to procure a server, deploy it, maintain it, patch it, or deal with integrating operating systems. We think that is a huge win for our customers and Dell has helped us make that happen.”

Dell OEM simplifies regulatory compliance and speeds time to market

From packaging to shipping, the Dell OEM Industry Solutions Group manages Google Search Appliance fulfilment. “Relying on Dell to handle fulfilment has saved us a lot of logistical energy,” says Bigio. “Dell ships our search engine directly. And Dell OEM has an entire regulatory team in place with the expertise to guide us and do much of the work for us. With a total service solution from Dell, we’ve been able to remove complexities for our customers and staff.”

Dell also supports Google’s branding. “Brand image

is very important to us—and our customers love the yellow colour and funky bezel,” adds Bigio. “Dell has allowed us to take the proven PowerEdge platform and transform it into a product that fits the unique Google style.”

Dell helps Google deliver better customer experience and realise lower costs

“The Google and Dell relationship is about positive customer experience,” says Bigio. “Plus, Dell product quality is significantly better than what we had previously and is consistently reliable, which in turn has decreased the amount of returns from the field. The resulting savings are substantial—our operating cost is lower, and the volume of service calls has decreased.”

Ultimately, Dell helps support Google by removing hardware concerns and helping to protect Google’s software and intellectual property. Bigio explains, “With the Dell OEM Industry Solutions Group involved through every step of our supply chain, we at Google are able to concentrate on what we’re good at: creating software. We can relax knowing that performance is built into the hardware and that Dell has the expertise to handle service.”

CHALLENGES

Electronic Publishing, a division of Johnston Press, needed a replacement IT infrastructure to reduce maintenance costs and support continued growth with limited server real estate.

SOLUTION

After providing a proof of concept (POC) environment, Dell delivered a new database infrastructure based on Dell™ PowerEdge™ 6850 servers and Dell™ PowerEdge™ 1855 blade servers with Microsoft® SQL Server™ and Microsoft® Windows® Server™ 2003. A Dell/EMC CX500 storage area network (SAN) ensures secure data storage.

BENEFITS

- CPU usage cut by 75%, promoting reliability through superior server power and performance
- Zero downtime since going live
- Improved data storage and backups promote advanced business continuity with enterprise-class redundancy
- Blades server's smaller footprint maximises processing power within limited server real estate



ELECTRONIC PUBLISHING GROUP IMPROVES PERFORMANCE WITH NEW IT INFRASTRUCTURE

“Dell Gold Enterprise Support services definitely differentiate it from competitors.”

Johnston Press Electronic Publishing is a division of Johnston Press, the second largest local newspaper publisher in the UK. It is responsible for the company's web presence and hosts 290 websites. The company has experienced enormous growth and popularity online in a very short time, and with user numbers continuously expanding, the organisation's IT infrastructure faced capacity issues.

The database server was struggling to cope with the growth in user numbers, and its processing power was becoming stretched, threatening downtime. Dave Martin, Group Technical and Development Manager at Electronic Publishing, says: “It became clear that we were at capacity with our current system, and it needed replacing.”

Historically, the company had met increased demand with additional rack-based servers hosted in a third party data centre. “Over time, growth had forced us to make a lot of reactive changes to avoid downtime,” comments Martin. “This resulted in a relatively inflexible infrastructure. When it came to rolling out a new architecture, we were less concerned with immediate returns and more focused on avoiding any downtime and creating a reliable and scalable infrastructure.”

Proof of concept promotes reliability

After a thorough review, Electronic Publishing chose Dell, who provided an independent consultant to advise on the best database solution, Microsoft® SQL Server™. As part of the solution, Dell offered a proof of concept (POC) environment, pre-building a replacement infrastructure at its

enterprise solution centre.

Dell was the only supplier willing to do this prior to a solution going live. Martin says: “We didn't want to sign over money without being sure of what we had, but we soon realised that we had a profitable platform.”

Dell servers promote scalability and meet real estate confines

At the heart of the new database infrastructure are Dell™ PowerEdge™ 6850 servers and Dell™ PowerEdge™ 1855 blade servers. With their superior power/performance ratio and small footprint, the servers deliver Microsoft® SQL Server™ and Microsoft® Windows® Server™ 2003, while allowing Electronic Publishing to scale within its existing real estate.

Martin says: “Most importantly, we needed servers that would help us expand quickly and easily when we needed to. That's why we chose the blade servers. Because they are slimmer in size, we will save money on our racking space.” The blade servers also provide flexible support around network monitoring, to support increasing user numbers and

handle peaks in web traffic.

To ensure secure data storage, the infrastructure includes a Dell/EMC CX500 storage area network (SAN), delivering cost-effective and continuous availability for business-critical data. A Dell™ PowerVault™ ML6010 ensures the company can scale its SAN solution as data grows, and enhances reliability. “The amount of data we can now put through our network is massive, the solution is faster than it was in testing, and because of greater scalability we've already added another disk shelf onto the SAN,” says Martin.

New technology offers powerful performance and no downtime

Since implementation there has been no downtime, thanks to reliable hardware backed by Dell Gold Enterprise Support services. Recently, when one of the servers lost its power during an outage, the SAN immediately sent an email to the technical lead, who then relayed the issue to Dell.

Martin says: “Dell was there within the hour, and managed to get the kit back together in just six hours.



JOHNSTONPRESS.CO.UK

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CHALLENGE

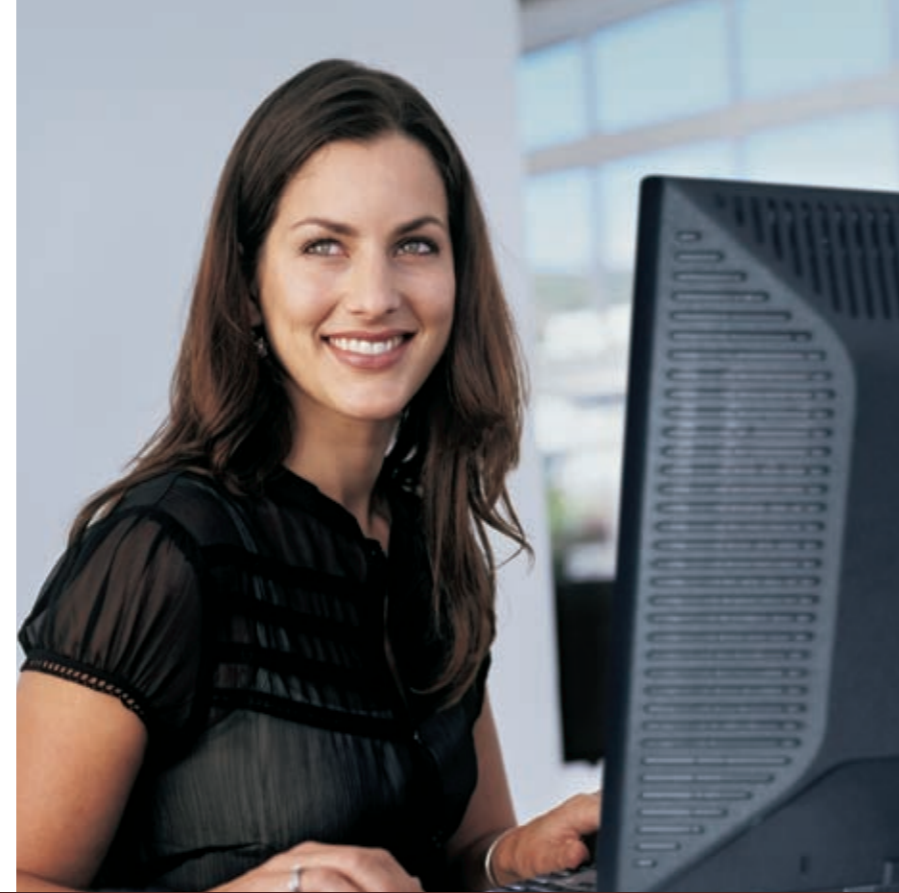
The European division of Lucite International had an enterprise resource planning (ERP) system and hardware platform that was quickly reaching the end of its life cycle. Unless the company found a new robust solution, it risked losing supplier support and potentially faced long periods of downtime.

SOLUTION

Lucite International worked with Dell™ to install a leading-edge hardware platform to underpin its chosen upgrade option. This consists of Dell™ PowerEdge™ servers and a Dell / EMC storage area network (SAN). The solution is fully supported by Dell services for the next five years.

BENEFITS

- Responsive Dell consultants delivered a detailed proposal quickly, minimising delays
- Rapid and efficient implementation was completed, despite a change in specifications, and before previous support was withdrawn
- Fully supported infrastructure ensures assistance can be there within four hours



GLOBAL CHEMICAL COMPANY SECURES OPERATIONS WITH FULLY SUPPORTED HARDWARE PLATFORM

“Dell products are a lot more reliable than our previous system, even at the same age in lifespan.”

Lucite International is the world’s number one supplier of MMA, the key ingredient for the global acrylics market.

With six manufacturing sites in its European division, the company relies heavily on business management IT. But with an ageing IT infrastructure, the company needed a highly reliable solution, with excellent support, to keep its operations running smoothly.

Geraint Ladds, Business Applications Group Team Leader at Lucite International Europe, says: “IT supports our services, and is essential to running our business. Yet our existing system was nearly six years old. Both our software and hardware solutions were reaching the end of the line, and suppliers were withdrawing their support. We needed an up-to-date enterprise resource planning (ERP) system and infrastructure to manage our six manufacturing sites.”

High service standard builds confidence

Lucite International Europe wanted to find a robust solution fast. Ladds says: “Our main goal for this project was to have a fully supported IT system. We did not want our system to go down and the manufacturer to say it might take a couple of days or even weeks to fix.”

The company sent out a hardware tender request to the top three industry suppliers. Ladds says: “Dell stood out, not only because of its products, but because its consultants were good at coming back to us whenever we asked a question. The competition’s feedback was a lot slower. Everything we learnt supported our faith in Dell.”

Rapid, efficient implementation

Even though Lucite International Europe had to change its solution’s specifications, Dell™ was able to implement it within the agreed timeframe – and before existing suppliers withdrew their support.

Ladds says: “Although there were challenges along the way, the implementation was a smooth process. Dell handled it very well.”

Improved performance, better support

In just three months, Dell Financial Services (DFS), together with Lucite International Europe, put together a five-year lease agreement that covered all aspects of the solution. The flexible lease ensures that the company can achieve what it needs to, regardless of budget constrictions, and can receive the latest Dell technology as it becomes available.

The company now has 13 Dell™ PowerEdge™ 1950 and 2950 servers running its ERP system. Both server models feature dual-core Intel® Xeon® processors and deliver high performance. The Dell™ PowerEdge™ servers are linked to a Dell / EMC CX300 storage area network (SAN) – a scalable storage solution that gives Lucite International

Europe improved manageability of its information across its six manufacturing sites.

For extra reliability, the SAN is linked to a Dell™ PowerVault™ ML6000 tape library. This provides a back-up solution for its business-critical data. Designed to run with all Dell / EMC storage systems, it will effectively support the company’s long-term archiving needs. The solution also includes Dell™ Gold Enterprise Support and five-year hardware maintenance.

Partnership with industry leader an added advantage

Now the company is confident that the new system will have maximum uptime. Ladds says: “The hardware support is great. We’ve used it twice, and the engineers have been embarrassingly quick compared with our previous supplier. And the Dell products are a lot more reliable than our previous system, even at the same age in lifespan. What we were after was a system that was supported for the next five years, and that’s what we got. We’re very satisfied.”



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CHALLENGE

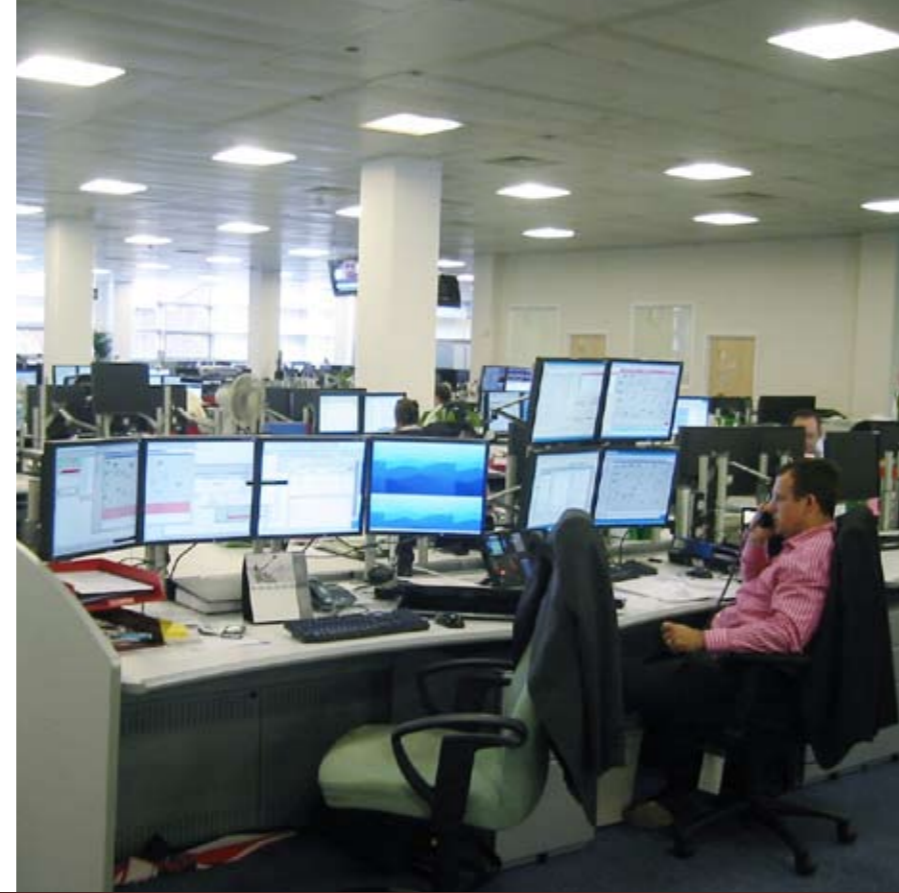
Mitsubishi UFJ Securities International plc (MUSI) in London went from having 350 employees to more than 600 in just 18 months. With this rapid expansion came the requirement to create a new trading floor with new IT that would support and promote business growth, as well as increase management efficiencies.

SOLUTION

MUSI worked with Dell™ and its partner Amulet Hotkey to implement Dell™ PowerEdge™ remote blade workstation servers and digital extension technology. The solution means PCs are no longer located at traders' desks, improving the working environment and making IT support much more effective.

BENEFITS

- Employees benefit from quieter, less cluttered working environment
- Improved user productivity through increased specifications and uptime
- IT employees spend less time upgrading IT hardware
- Return on investment (ROI) analysis predicts IT support visits to end-users will be reduced



MITSUBISHI UFJ SECURITIES REDUCES IT SUPPORT WITH NEW REMOTE DESKTOP SOLUTION

“The Dell | Amulet solution gave us greater flexibility and scope than anything else on the market.”

Mitsubishi UFJ Securities International plc (MUSI), based in London, is the European hub of the global securities and investment banking business of Mitsubishi UFJ Securities Co. Ltd – part of the Mitsubishi UFJ Financial Group (MUFG), one of the world's largest financial institutions. MUSI has expanded rapidly, and needed IT systems that could scale just as fast.

Simon Yiakoumi, Director, Head of IT Operations and Wintel Services at MUSI, says: “We had to build a new trading floor. So we reclaimed floor space and investigated available technologies. We wanted to design new facilities that would support and promote our business growth, as well as help us work faster.”

The company's existing setup involved PCs at users' desks, which generated large amounts of heat and noise, as well as disruption to employee workflow during repairs. MUSI needed a solution that would reduce time and cost, and provide greater efficiency with easier manageability during desk transfers, additions and system upgrades.

Advantage of a proven partnership

Yiakoumi was aware of technology the Reuters Group used, so he approached its provider, Dell™ partner Amulet Hotkey, to see if its solution would also work at MUSI. Following a testing period, MUSI began the implementation of 360 Dell™ PowerEdge™ 1955 remote blade workstation servers and Amulet Hotkey PCI extension technology – a small digital unit that replaces the need for PC hardware to be located at a users' desk

by providing remote network access to blade servers.

Yiakoumi says: “We had a good relationship with Dell, and knew that its server architecture worked very well. The Dell | Amulet solution gave us more scope than anything else on the market.”

Smooth implementation transfers 360 blades in three months

Dell was able to configure the blade servers to best suit business needs prior to implementation. Yiakoumi says: “Only 25 per cent of the trading floor needed the higher spec power machines, so we built the blade servers accordingly.”

With Dell and Amulet Hotkey consultants always on hand, 250 employees were quickly and smoothly moved over to the new environment. Now, instead of having one or two PCs, each trader has a small receiver box – the Amulet Hotkey Digital Extension system – that sits within the desk. It contains a graphics card for user screens, the ability to plug in a keyboard, mouse and speakers, and a network connection that provides the link to a blade server in the computer room.

Traders now work without the noise and heat generated from a normal computer. Yiakoumi says: “The traders now have a vast improvement in performance to what they were previously using. Employees comment on the improved environment and the space we save them. They are much happier.”

Simplified server management creates massive savings

MUSI now has its Dell™ PowerEdge™ 1955 blade servers in just two computer rooms. Its IT team can locate each blade and match it to its user. This makes staff transfers and changes much easier.

Yiakoumi says: “Taking high specification PCs off the floor has created an environment that is much better for a technical analyst to manage, either remotely or at the desk.”

As a result of the improved organisation, MUSI predicts that there will be significant reductions in IT support visits to end-user desks, costs for employee transfers, additions and changes, and time spent upgrading IT hardware and swapping failed PCs, leading to increased business efficiency and profitability.



INT.SC.MUFG.JP

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CHALLENGE

Rentokil Initial needed to reorganise its IT system to support its employees with remote-access technology that could be quickly deployed when required.

SOLUTION

The company used the Dell™ Custom Factory Integration (CFI) service to roll out a new Dell embedded mobile solution with built-in 3G broadband from Vodafone and Windows XP. Dell™ Latitude™ notebooks were configured to cope with the company's fast-paced working environment.

BENEFITS

- Streamlined process reduces notebook delivery time by five days
- Employee Internet access and a business management system boost productivity, improve customer service and eliminate intensive paper-based processes
- Built-to-order model lowers total cost of ownership (TCO) worldwide as processes are repeatable



GLOBAL SERVICES PROVIDER EMPOWERS SALES FORCE WITH FLEXIBLE, MOBILE WORKPLACE

“Dell took note of all of our requirements and then tailored its products to suit us.”

Rentokil Initial

is one of the largest business services companies in the world, delivering services that include pest control, package delivery, interior landscaping, catering, cleaning, washroom solutions and textiles. The company's sales force spends a lot of time travelling to visit customers, making it difficult to access key software applications.

The company wanted notebooks with 3G broadband technology so workers could access the Internet on the move. John Canning, Director of IT Services at Rentokil Initial, says: “We needed to reorganise our IT system to better support our business processes. Providing the right tools so our employees could work more effectively was paramount. We wanted to empower our sales force with access to our new enterprise resource planning system from Oracle 10G, so they could take better advantage of working on the road and from home.”

Built-to-order solution delivers desired mobile package

Rentokil Initial decided to use Dell™ Latitude™ D420 notebooks that were tailor-made by Dell's Custom Factory Integration (CFI) service – a frontline solution that integrates hardware, images, applications and peripherals built to reflect the customer's exact specifications.

The solution delivered mobility and remote access with the Windows XP operating system, Bluetooth wireless and built-in 3G broadband from Vodafone. “We believe that the global reach and in-depth knowledge provided by Vodafone will help us

operate more effectively globally,” says Canning. A smooth deployment was followed by in-house training. So far, over 400 notebooks have been rolled out and many more are planned. Rentokil Initial will gain global consistency with its notebooks because CFI can be duplicated in any Dell factory worldwide.

Canning says: “Dell took note of all of our requirements and then tailored its products to suit us, to deliver high-performance specifications at an affordable price. Now we have a solution that we can add to over time.”

Work environment transformed with remote online access

Rentokil Initial employees have gone from using intensive, paper-based processes with limited online access, to a system where they can get real-time information direct to their notebooks. The ability to upload orders as they go means results are reflected in employees' sales figures the next day, creating a much more efficient business operation.

The mobile broadband service promotes flexible working and improves work-life balance for the sales force team. Employees can spend more time

with customers and less time travelling or in the office doing administrative work.

Service, support and lower TCO

When a Rentokil Initial employee needs a new notebook, it is delivered ready-to-use within just five working days. “From another manufacturer it would take 10 to 12 working days if not longer, causing an issue for us. We can even phone Dell, change a specification, still receive a quote and complete a transaction all within 30 minutes,” says Canning.

The company has lowered its total cost of ownership by using the CFI service. Canning says: “We no longer have to build machines in house. Dell has streamlined our supply chain process for computer delivery, which in time should prove to be a massive savings in manpower.”

The new Dell™ Latitude™ 420 notebooks also come with three-year business support. Canning says: “Dell is suited to our business, both in the models that we can buy across the board and through the positive support we receive from our Dell account team.”



RENTOKIL-INITIAL.COM

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CHALLENGE

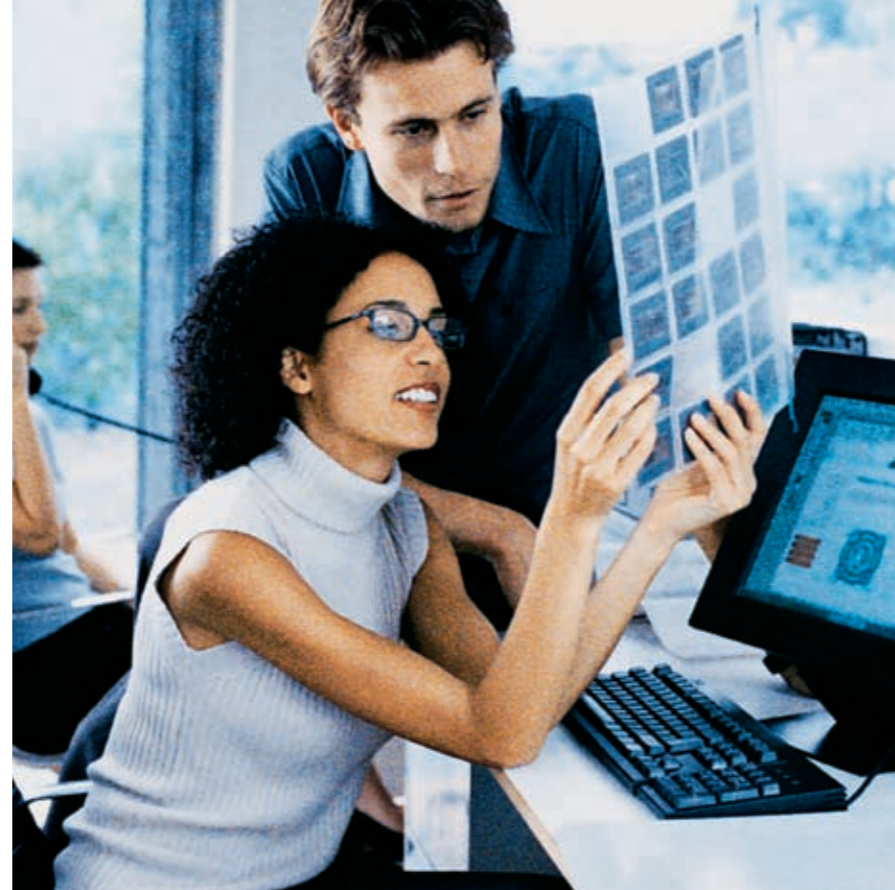
When photographic retoucher Taylor James launched a new computer-generated imagery (CGI) division, it found that its current systems were not powerful enough to process the large file sizes involved.

SOLUTION

Taylor James replaced old workstations with Dell™ Precision 690s and 490s running ATI graphics cards. These are linked to Dell™ Ultrasharp 30" and 24" widescreen LCD Flat Panel Monitors. Rendered images are produced using a combination of Dell™ PowerEdge™ servers and ARTvps RenderDrive 6400s.

BENEFITS

- High performance graphics cards ensure that applications run without interruption, optimising operational efficiency
- ATI's lifecycle management ensures customers have a reliable product roadmap
- Powerful processors support the large file sizes required to deliver high-quality images to customers
- Dell servers provide flexibility to add or remove software in line with varying project demands



UK CREATIVE RETOUCHER USES **DELL** WORKSTATIONS FOR ITS NEW COMPUTER-GENERATED MODELLING DIVISION

“We constantly push the boundaries of image quality, and Dell plays an integral role in that process.”

Taylor James

Creative retoucher Taylor James was founded in 1999. The company has developed a strong reputation within the advertising and photographic industries for producing the highest quality images. After 12 months of intensive development, the company recently launched a new division that offers computer-generated imagery (CGI), creating the need for a new IT infrastructure.

The new CGI offering, called ‘REALWorld Rendering™’ is a unique service that creates ultra photo-realistic images for use in high-resolution print, web and TV media. The memory- and process-intensive work requires a high-performance and reliable IT platform.

“As suppliers to the advertising industry, we are under constant pressure to produce images of the highest possible quality in the shortest possible time,” says Keith Jeffery, Head of Business Development at Taylor James. “In turn, we are constantly reviewing our equipment to keep up with the latest developments. We push every component of our system to its limit.”

In order to produce this advanced imagery, Taylor James creates extremely detailed computer models that are submitted to a render farm where hundreds of processors turn models into rendered images. The render farm processes jobs on a 24-hour basis and has to accommodate jobs from multiple operators.



TAYLORJAMES.COM

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Precision™ 690s and 490s running ATI graphics cards. “We were using Nvidia graphics cards,” says Jeffery, “but had problems with crashes and locking up in applications when larger models were being handled. The ATI FireGL cards – running on Dell™ Precision™ workstations – have eliminated these problems. With their robust testing processes and optimised drivers, ATI graphics enable visualisation effects that would have been unimaginable a few years ago.”

High performance hardware supports quality, speed and versatility

The company’s render farm consists of Dell™ PowerEdge™ servers running the latest AMD Opteron™ processors. “The more processors we have, the more quickly we can render the image,” explains Jeffery. “With two dual core processors, we have four processors per machine, so we get maximum efficiency.” Taylor James plans to use AMD’s quad core processors once they are available, raising the number of processors per machine to eight.

High performance supports boundary-breaking products
Taylor James replaced old workstations with Dell™

“We constantly push the boundaries of image quality, and Dell plays an integral role in that

process,” says Jeffery. “Now, with the Dell™ PowerEdge™ servers, we can use the best tools for each job and respond to customers’ needs more quickly and effectively.”

Taylor James expects to use the Dell system for an increasing proportion of jobs and is currently working with Dell to determine solutions for further expansion. “The way we’re building the render farm means we can add stations and instantly benefit from the extra capacity,” says Jeffery.

New technology must be reliable and implemented with minimum disruption. “Dell’s consultants help us with decisions and provide loan test equipment and driver support. In return, we give feedback on how the technology performs under very high demands. We think it’s a win-win situation,” says Jeffery.

“Dell was very keen to support us. We also have good contacts at ATI and AMD, due to their strategic partnerships with Dell. We need to work with trusted partners who can give us regular advice on future developments. Our relationship with Dell, AMD and ATI provides us with the perfect team of experts for this”, concludes Jeffery.

CHALLENGE

Tesco.com needed an IT solution provider with the technology and support services to meet a significant rate of growth in its business. In particular, it wanted an organisation with the expertise to maximise the uptime of its website – which serves 250,000 customers a week and continues to steadily grow.

SOLUTION

Tesco.com worked with Dell™ to create an IT infrastructure that ensures customers gain an excellent online shopping experience every time. Today, the infrastructure consists of Dell™ PowerEdge™ servers, Dell / EMC storage area networks (SANs) and Dell™ Optiplex™ desktops.

BENEFITS

- Excellent IT performance and scalability
- Combination of powerful servers with dual core processors in 64-bit environment
- Reliable solution maintains uptime to deliver brand promise of service excellence
- Dell service guarantees a rapid response to enquiries
- A short lead time for orders promotes greater responsiveness to business change



TESCO.COM ACHIEVES 30 PER CENT ANNUAL CUSTOMER EXPANSION RATE WITH SUPPORT FROM IT SOLUTION PROVIDER

We see a real willingness on the part of Dell to understand our business and our customers.

www.tesco.com

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Tesco.com The internet has delivered a great opportunity for retailers to boost services and business. For online brands such as Tesco.com, it is crucial that consumers receive the same excellent level of service they get in-store. As a result, online brands need reliable IT solutions that support their promises and help drive growth in a rapidly evolving market.

Since its launch in 2000, Tesco.com has become a leader in online retailing – offering a wide range of products and services, including electronic goods, books, broadband and financial services. The company has won awards for innovative processes that support online grocery shopping.

Chris Howell, Head of IT Operations and Infrastructure, Tesco.com, says: “IT has always been fundamental to our business. As our customer numbers grow rapidly, we have continued to focus on the fact that improving the reliability and availability of our systems is crucial for creating the ultimate customer shopping experience.”

Robust solutions deliver optimal performance
 Tesco.com looked to build a relationship with a trusted IT solution provider. A key requirement was to ensure website uptime was maximised – and downtime kept below three hours in a 12-month period.

Howell says: “We wanted a provider with robust systems that would make sure our customers had a great online shopping experience 24 hours a day, seven days a week. In addition, we needed an

organisation with solutions that would optimise the performance of our existing Microsoft® software.”

Regular communication builds key partnership

Key to the success of Dell’s relationship with Tesco.com is their commitment to service. Dell consultants meet monthly with the IT team at Tesco.com.

Howell says: “We see a real willingness on the part of Dell to understand our business and our customers. Dell gives us the opportunity to use the best technology solutions and gain the right level of support to ensure our website performs well.

“When we need new products,” he adds, “the lead time is fast – only a few weeks. If I call Dell and say I need something sooner, I know it will arrive.

New technology solutions support 30% annual growth

Every Tesco.com employee now uses a Dell™ Optiplex™ desktop – delivering the latest Windows Vista™ operating system from Microsoft. The advanced features in Windows Vista help developers create and improve the user-experience

so it has greater relevance to Tesco.com.

Dell™ PowerEdge™ servers and Dell / EMC storage area networks (SANs) are supporting a customer expansion rate of 30 per cent each year. An existing data centre has received a refresh of Dell solutions and two new data centres, one of which is set to go live in 2007, support Dell equipment running Windows Server® 2003 in a 64-bit environment.

IT support personnel control the server infrastructure using Dell™ OpenManage™. Dell™ OpenManage™ helps the IT team effectively manage the entire solution from one convenient user interface. Howell says: “Having a Dell infrastructure makes putting everything into a data centre much simpler. Our next data centre will provide new services for Tesco.com and allow us to grow so we can serve even more customers.”

Most importantly, the new, powerful 64-bit platform allows Tesco.com to run leading-edge applications from Microsoft and enhance the functionality of its website. The improved performance and reliability has helped the retailer transform its customer experience during the past 12 months.

THEY ALL SUCCEEDED IN SIMPLIFYING THEIR IT



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