

ENHANCING MANAGED SERVICES

NeoSpire creates custom hosting solutions twice as fast with Dell servers and Dell Certified Partner Rev2 Technologies

Despite the challenging economy—or perhaps because of it—savvy hosting providers are actually growing. While many companies are cutting IT budgets, those “cuts” often involve moving from an in-house infrastructure to a more affordable hosted environment. What’s more, retailers are increasingly trading their expensive brick-and-mortar storefronts for e-commerce Web sites.

NeoSpire is riding this wave and growing fast. Having recently celebrated its tenth anniversary, the Dallas-based managed hosting provider differentiates itself in a competitive market by standardizing on a rock-solid server, storage and networking platform, choosing its technology partners wisely and building a custom solution for every customer.

WILL BUILD TO SUIT

Generic, cookie-cutter hosting “packages” inevitably fall short of customer expectations, says Jason Burnett, director of network services. “Large or small, we build every solution according to each specific customer’s needs,” he says. “We’ve reached the point where we can do this very cost effectively, and still offer our customers competitive pricing while giving them the personalized attention that is missing with other hosting providers.”

NeoSpire looks for technology partners who take a similar approach to customer service. Years ago, the company decided to standardize on Dell PowerEdge servers and Dell/EMC storage. The servers run a variety of operating systems, including Microsoft Windows Server as well as Red Hat and Debian Linux distributions, to serve different customer needs.

“We decided that we wanted to standardize on a single hardware platform,” Burnett explains. “We decided to go with Dell due to the reliability and support that Dell is known for, and because of the economies of scale we’re able to achieve with bulk server installations.”

SERVING UP SERVERS TWICE AS FAST

Dell servers make up the vast majority of the servers in NeoSpire’s main data center in Dallas and its disaster recovery facility in Atlanta. “We’re using mostly PowerEdge 2950s and 1950s, as well the four-socket PowerEdge R900 servers, which we use for our Microsoft SQL databases,” says Burnett. “They’re all Intel-based servers, which is what we started with in the very beginning. Intel delivers performance, reliability and brand recognition. Most of our enterprise customers appreciate the Intel logo.”

For assistance with procurement, lifecycle management, turnkey solutions and technical support, NeoSpire relies on Dell Certified Partner Rev2 Technologies. “Rev2 is so responsive, it feels like they’re local, even though they’re in Silicon Valley,” says Burnett. “When we first set up the relationship with Dell, Rev2 was in contact with us just about every day, making sure that we had what we needed and that everything was configured correctly. I’m totally comfortable calling them at any time of



CUSTOMER PROFILE

COUNTRY: Dallas, TX (USA)

INDUSTRY: Technology
(Managed Hosting)

FOUNDED: 1999

WEB ADDRESS: www.neospire.net

CHALLENGE

NeoSpire wanted to standardize on a reliable server platform with robust management tools and needed a partner that could help it respond quickly to customer needs.

SOLUTION

Standardize on Dell™ PowerEdge™ servers and Dell/EMC storage, with procurement, implementation and lifecycle management assistance from Dell Certified Partner Rev2 Technologies.

BENEFITS

GET IT FASTER

- Two-fold faster configurations and deployments

RUN IT BETTER

- Saving hours of staff time per week with Dell OpenManage™ Server Administrator
- Able to guarantee “five nines” uptime for customers

HOW IT WORKS

HARDWARE

- Dell™ PowerEdge™ 2950 and 1950 servers with Intel® Xeon® processors
- Dell PowerEdge R900 servers with four Intel Xeon processors
- Dell/EMC CX-300, CX3-40 and CX3-20 storage arrays

SOFTWARE

- Dell OpenManage™ Server Administrator
- Microsoft® Windows Server® 2008 and 2003
- Microsoft SQL Server 2008 and 2005
- Red Hat® Enterprise Linux®
- Debian Linux

SERVICES

- Requirements consultation and pre-sales configuration analysis
- Post-sales technical assistance and warranty support
- Lifecycle management
- Dell support



“TOGETHER, DELL AND REV2 PROVIDE US WITH ALL THE EQUIPMENT AND SUPPORT WE NEED TO EFFECTIVELY SERVICE THE NEEDS OF ALL OUR CUSTOMERS, FROM SMB TO FULL ENTERPRISE CLIENTS.”

Joy Hays, director of marketing, NeoSpire, Inc.

the day or night. Rev2 has never let us down, and they've added value to our organization. With their assistance, we've often been able to complete projects and deploy customer solutions twice as fast as would have otherwise been possible. This has saved us both time and money.”

SAVING TIME WITH DELL OPENMANAGE TOOLS

To efficiently manage the Dell servers, NeoSpire uses Dell OpenManage Server Administrator software. “Dell OpenManage Server Administrator is integrated deeply within our environment,” says Burnett. “It’s a great platform for server management. It gives us the proactive monitoring that we look for, such as keeping track of the memory and firmware updates. If we didn’t have OpenManage, we would either have to custom develop a solution or have a team of IT staff members assigned to doing full-time manual intervention and checking all those servers on a regularly scheduled basis.”

FIVE NINES—GUARANTEED

For customers that demand the highest availability for their hosted environment, NeoSpire can confidently back a service-level agreement (SLA) that specifies 99.999 percent uptime—a testament to the reliability of the Dell servers and Dell/EMC CX-300, CX3-40 and CX3-20 storage arrays. Should a local disaster occur in Dallas, NeoSpire can fail critical servers over to its Atlanta facility.

“Customers who demand a five-nines SLA ask us to design their solution in a fully redundant environment,” says Burnett. “We couldn’t confidently do that with lesser equipment.”

Rev2’s ability to act as a seamless service and support delivery arm for Dell and dispatch support quickly helps NeoSpire honor its SLAs, Burnett adds.

DIFFERENT STROKES FOR DIFFERENT FOLKS

NeoSpire appreciates the fact that, with Dell products and Rev2 as its trusted partner, it can serve a wide variety of customers with effective and value-added solutions. For example, the company is currently evaluating Dell EqualLogic™ storage arrays to provide affordable yet high-performance storage for customers who are interested in an iSCSI option.

“We really like the fact that Dell has so many products that we are able to customize differently, and that flexibility is a big reason why we are so satisfied with Dell hardware,” says Joy Hays, director of marketing at NeoSpire. “Together, Dell and Rev2 provide us with all the equipment and support we need to effectively service the needs of all our customers, from SMB to full enterprise clients.”

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 **NEOSPIRE**
MANAGED HOSTING



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