



# BLADES SHIFT BROKER INTO HIGH GEAR

Dell™ PowerEdge™ blade servers help PT Ciptadana Capital support future expansion of its security trading service while reducing energy use, simplifying management, and optimizing limited data center space.

## CHALLENGE

PT Ciptadana Capital needed to scale its existing blade server infrastructure to support the extension of its online trading services. With around 5,000 customers connected to the Ciptadana trading application, the company needed a solution that would support further expansions and allow new users to connect directly to the trading application.

## SOLUTION

Ciptadana deployed Dell PowerEdge M600 blade servers to power its online trading and brokerage application.

## BENEFITS

- Ease of deployment helped provide simple and efficient consolidation from rack servers to blade servers.
- Centralized management console helps simplify server management.
- Dell consultants helped provide rapid server deployment and migration and assisted with migration of Oracle® database server configuration.
- Dell PowerEdge M600 blade servers help reduce energy use while helping save on infrastructure costs and space.

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Blade servers, case study, Dell PowerEdge blade servers, energy efficiency, green IT, PT Ciptadana Capital

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PT Ciptadana Capital, one of the top 10 brokerage firms in Indonesia, relies on its world-class data center to provide timely and responsive information to its customers and enable the execution of real-time trading. Provisioning of real-time trade data, reinforced by seamless back-office operations that handle settlements, corporate actions, dividends, and cash management aspects of trade executions, has made Ciptadana a leading broker in the high-net-worth retail equity brokerage market.

A key challenge faced by the company was finding a way to meet future expansion requirements stemming from the anticipated growth of its customer base. “Our ability to execute trades and provide critical financial information is tied to the efficiency of our IT infrastructure,” says Benny Haryanto, president director of Ciptadana. “In particular, trading online with the stock exchange demands a robust and scalable data center that our customers can trust to deliver real-time trades whenever, wherever they need it.”

## SUPPORTING CUSTOMER GROWTH

With more than 200 employees and around 5,000 customers connected to its online trading platform across two branch offices, Ciptadana began looking for the high-performance processing capacity it needed to supplement its existing data center and support future expansion plans. The company’s existing data center comprised blade servers in two separate server enclosures running a remote trading platform, domain controller services, and an e-mail server.

The selection of blade servers over rack servers was a critical decision made by the IT department. “With two existing server enclosures, we had limited space available in the data center,” Haryanto says. “At the time, we were looking for several additional servers to support our expansion plans, and given the space limitations, blades were a definite consideration.”

After conducting an internal review, Ciptadana determined that it would require servers with two quad-core processors and at least 8 GB of RAM. “Our older servers were a quad-core system with 4 GB of RAM,” Haryanto says. “Since we required fast I/O access with quick database searches and network response, we decided we would need more processors to scale performance.”

Ciptadana worked with Dell consultants and chose Dell PowerEdge M600 blade servers, each with two quad-core processors and 8 GB of RAM. The blade servers

were deployed at Ciptadana's Jakarta-based data center within a day, and were in testing and development phases for five months before going live. "Dell consultants were quite helpful throughout the acquisition process," says Haryanto. "They worked with us to refine the configuration and also assisted us with the migration of our Oracle database server configuration."

### **REDUCING ENERGY CONSUMPTION**

Because of space limitations in its data center, Ciptadana had significant restrictions on use of power sources for reliable server availability. "Our existing power redundancies for the enclosures we purchased previously were operating well," Haryanto says. "However, with the impending expansion, energy consumption was a serious consideration and a challenge we needed to address."

Energy consumption was a key criterion for Ciptadana when deciding to select an all-blade configuration. An ultra-efficient power supply; high-flow, low-power fans; and optimized airflow are some of the integrated energy-saving features of the PowerEdge blade servers that helped reduce energy consumption. Haryanto says, "The Dell PowerEdge M600 blade servers offer enhanced design features that brought savings in energy consumption. We noticed a difference during the testing and development phase."

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—Benny Haryanto  
President director of PT Ciptadana Capital  
September 2008


### **SIMPLIFYING SERVER MANAGEMENT**

With the two existing server enclosures and additional blade servers, Ciptadana also wanted simplified management. "Our IT team is relatively small, given the scale of the data center and the customers we were expecting to serve," Haryanto says. "It's a very time-consuming and labor-intensive job because you cannot afford any component in the system to break down during trades that can take place in split seconds and involve millions of dollars."

The Dell PowerEdge blade server system has helped simplify server management for Ciptadana. In particular, the company can now easily manage the entire system from the built-in centralized management console. From a single console, the IT staff has redundant, secure access paths to manage multiple enclosures


and blade servers. Dell consultants also provided Ciptadana with expert advice in configuring the Altiris® Deployment Solution™ for Dell Servers server management application. "The system is very user-friendly, giving us a single point of control to manage everything in one place," Haryanto says.

### **ENABLING EFFICIENT USE OF SPACE**

Shifting to an all-blade configuration helped Ciptadana optimize limited data center space. "We were already experiencing a tight squeeze with our two server enclosures in the original configuration," Haryanto says. "Originally, we used four racks of non-blade servers, but with this solution we've replaced them with just two enclosures of blade servers. That's almost a 50 percent savings in space, and no new enclosures were needed." 

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