



Hosting firm helps gaming customer cut energy use by around 66 per cent for multiplayer online platform

- Cloud computing
- Green efficiency
- Virtualization



Fridolin Heyer, Chief Executive Officer, aixit

"We expect our virtualized Dell solution with AMD processors to cut energy use by around 66 per cent."

*Lukas Loesche,
Head of IT Operations,
gamigo*

Customer profile

Company:	aixit
Industry:	Hosting
Country:	Germany
Employees:	14
Website:	www.aixit.com

Business need

Hosting company aixit looked to help its customer gamigo expand into new markets. It wanted to create a scalable, energy-efficient infrastructure for multiplayer online games.

Solution

aixit worked with [Dell consultants](#) to develop a [virtualized](#) environment based on [Dell™ PowerEdge™ servers and AMD Opteron™ processors](#). It also included [Dell Support Services](#) to maximise performance.



Benefits

- Gaming infrastructure is consolidated by around 83 per cent
- Customer cuts energy use by approximately 66 per cent with AMD
- gamigo halves deployment costs of private cloud solution
- New servers launched in minutes instead of hours
- aixit meets commitments to customers with Dell Support Services

[aixit](#), headquartered in Frankfurt, Germany, provides a wide range of IT products and services to businesses across the country. Established in 1996, it has developed expertise in hosting, leased-line and clustering services. From inception, aixit has placed great emphasis on the quality of its services, and works hard to distinguish itself from competitors by offering cutting-edge solutions based on the best technology available.

“Dell offered the virtualization expertise we wanted and understood our needs as a hosting provider for great performance and responsive services.”

*Friedhelm Fridolin Heyer,
Chief Executive Officer, aixit*

aixit customers rely on the company’s expertise to maximise the performance of their hosted infrastructures. Apart from maintaining uptime, these customers also want aixit to help develop their environments to meet business growth and reduce costs. This is what happened when long-standing customer gamigo turned to aixit for support. The online games provider and subsidiary of Axel Springer AG – Germany’s largest newspaper publishers – wanted to virtualize its aixit-hosted gaming platform and create a private cloud environment. Lukas Loesche, Head of IT Operations at gamigo, says: “It was an incredibly important development for us because the platform supported our massive multiplayer online games. Any problems could bring down the games, causing major disruption to players and damaging our business.”

Customer finds IT partner with worldwide hosting experience

aixit took charge of redeveloping the hosted platform and immediately proposed working with Dell, its IT partner. Friedhelm Fridolin Heyer, Chief Executive Officer of aixit, says: “To build a private cloud environment for gamigo, we wanted a solution provider with vast experience in [virtualization](#) and cloud environments. Dell offered the virtualization expertise we wanted and understood our needs as a hosting provider for great performance and responsive services.”

Detailed assessment pinpoints benefits of virtualization

aixit started the redesign process with support from the [Dell Consulting team](#), which completed a Virtualization Readiness Assessment to measure the effects of virtualizing the gamigo infrastructure. Fridolin Heyer says: “We received a detailed report from Dell, which highlighted the reduction in total cost of ownership from virtualizing the infrastructure using multi-core processor technology. It set out the benefits clearly and proposed a range of Dell servers to meet our needs.”

Technology in practice

Services

[Dell Consulting Services](#)
– Virtualization Readiness Assessment

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

Hardware

[Dell™ PowerEdge™ R815 servers with AMD Opteron™ 6168 twelve-core processors](#)

Software

[VMware® vSphere™ server software](#)

[Citrix XenServer](#)



gamigo gains ideal processor performance with AMD technology

aixit assessed the proposed Dell™ PowerEdge™ servers with both Intel and AMD chipsets. “We quickly agreed that AMD technology was the ideal choice for any cloud environment,” says Fridolin Heyer. “The AMD Opteron 6168 twelve-core processors in the Dell PowerEdge R815 servers delivered more energy efficiency than other processors with similar performance. With AMD at the heart of the platform, gamigo also gained the scalability to cope with sudden peaks in demand.”

Scalable platform offers greater support for international expansion

IT personnel at aixit are now creating a highly scalable cloud environment to support gamigo’s multiplayer online games using Dell. Loesche says: “We’re meeting one of our main objectives – expanding rapidly into new markets – with our Dell solution. This means we can bring our online worlds to an increasing number of gamers.” aixit is replacing the existing servers using [Dell PowerEdge R815 servers with AMD Opteron™ 6168 processors](#). The servers, which support a mixture of Windows® and Linux operating systems, are running VMware® vSphere™ server software/XenServer.

Fridolin Heyer says: “The tight integration between Dell PowerEdge server technology and VMware/XenServer simplifies the virtualization process. Plus, the Dell PowerEdge R815 server’s RAM, I/O speeds and powerful twelve-core AMD Opteron 6168 processors all help to deliver great virtualization performance.”

Gaming infrastructure is consolidated by around 83 per cent

gamigo has significantly consolidated its gaming platform by virtualizing the environment. When work is complete, aixit predicts that the previous infrastructure of around 1,000 servers will have been reduced to around 120 virtualized Dell PowerEdge R815 servers. “We will consolidate gamigo’s infrastructure by approximately 83 per cent with our Dell solution,” says Fridolin Heyer. “Each Dell PowerEdge R815 with its 48 CPUs will support around 12 virtualized servers – a low figure considering the machine’s power, but one that takes into account sudden peaks in demand.”

gamigo reduces energy use by approximately 66 per cent with AMD

The online games provider will also see a dramatic fall in energy consumption thanks to consolidation and the AMD technology. Loesche says: “We expect our virtualized Dell solution with AMD processors to cut energy use by around 66 per cent.” The energy reductions will help lower gamigo’s overheads, while enabling the company to meet its goals for greener IT. “The environment is important to the business and our customers. The Dell solution will enable us to lower our carbon footprint and support more sustainable working practices,” says Loesche.

“We will consolidate gamigo’s infrastructure by approximately 83 per cent with our Dell solution.”

*Friedhelm Fridolin Heyer,
Chief Executive Officer, aixit*

gamigo halves development expenses with cost-effective processors

As well as ensuring great performance and energy efficiency, gamigo drastically reduced expenditure by selecting Dell PowerEdge servers with AMD Opteron technology. Loesche says: "By choosing Dell PowerEdge R815 servers with twelve-core AMD Opteron 6168 processors for our cloud environment, we gained a high-performance infrastructure to support our multiplayer online games, while saving around 50 per cent on hardware." The success of the servers has also prompted aixit to create similar infrastructures for other customers. Fridolin Heyer says: "A growing number of aixit clients are now taking advantage of the performance and cost effectiveness of Dell PowerEdge R815 servers with AMD Opteron processors for their virtualized cloud environments."

Servers launched in minutes instead of hours

aixit IT personnel have now cut the amount of time it takes to add a new server to the infrastructure – boosting their productivity and ensuring a better level of service for gamigo. They no longer have to install servers in racks physically, but can launch virtual machines using just a few simple online commands. Fridolin Heyer says: "In the past, it took the best part of a day to deploy a new server. Now, we can implement a virtual server in minutes." In addition, aixit avoids the cost of maintaining a large stock of physical servers and spending so much time on procurement. "We can quickly add virtual servers to our existing physical machines," comments Fridolin Heyer.

Increased system redundancy maximises uptime

By virtualizing the infrastructure, aixit has improved its redundancy – helping ensure maximum availability. IT personnel can quickly move virtual machines between their physical hosts if the need arises. "We have greater control as a result of our virtualized Dell solution, so we feel less stressed," says Fridolin Heyer. "If an issue with a physical machine arises, we're alerted straightaway and can take immediate action – moving the virtual servers to different hosts."

Great service helps meet commitments to customers

aixit is confident that it can continue to meet the hosting needs of gamigo for years to come. Fridolin Heyer says: "The success of our relationship with Dell is based on reliable solutions and responsive services. Dell helps us meet our commitments to customers." For daily operations, aixit uses [Dell Support Services Next Business Day Onsite Service](#). "Dell Support Services personnel have demonstrated their dedication to aixit. They believe in customer service as strongly as we do," says Fridolin Heyer.

aixit reduced the energy consumption of leading online games provider gamigo by around 66 per cent with Dell and AMD technology. It also consolidated the infrastructure by around 83 per cent, lowering deployment costs.

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



The Efficient Enterprise runs on Dell: efficiententerprise.com

Availability and terms of Dell Services vary by region. For more information, visit: dell.com/servicedescriptions

© June 2011, Dell Inc. Dell is a trademark of Dell Inc. AMD, the AMD Arrow logo, AMD Opteron, and combinations thereof are trademarks of Advanced Micro Devices, Inc. Other names are for informational purposes only and may be trademarks of their respective owners. This case study is for informational purposes only. DELL MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS CASE STUDY. Reference number: 10000000

