

IBM PureFlex Systems and IBM Flex Systems for Midsize Clients

Innovate with flexible solutions that drive business results



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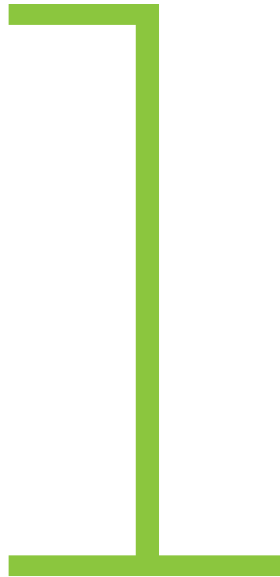
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How to get more business value out of my IT spending?

That's basically the question for midsize companies today. More often than not midsize businesses are looking for ways to increase innovation and improve performance while maintaining a focus on efficiency and cost control. Faced with constraints of maintaining or reducing operating and IT budgets and available skills, midsize IT decision makers need to respond quickly to changing customers and market demands to stay ahead of the competition.

What if you could improve the productivity of your IT administrators by up to 50 percent? Or cut IT operational costs in half? Can you imagine systems designed to be up and running in hours instead of days or weeks? Or a system that deploys new applications and services up to 30 times faster than what you have now?

Now you can—with expert integrated systems from IBM. These systems are designed to deliver on the promise of faster time to value, lower cost and superior responsiveness with three core attributes:

- Built-in expertise. Expert integrated systems capture and automate best practices and expertise to reduce manual steps and costs for support and maintenance.
- Integration by design. Hardware and software components are integrated by design, tuned in the lab and prepackaged in the factory. Systems are built to support both cloud and traditional computing environments.
- Simplified experience. A simplified systems lifecycle helps eliminate the need to procure, deploy, manage and support IT components separately.

The solution for efficiency, flexibility, agility, and control.

IBM® PureSystems® offerings — IBM's family of expert integrated systems — fundamentally change the experience and economics of IT, bringing your organization to new levels of efficiency, flexibility, agility and control. With best practices and expertise built directly into the systems, your team can spend less time procuring, deploying, managing and supporting custom-integrated solutions. Designed to be up and running out of the box in four hours, your team can roll out new capabilities — in traditional or cloud environments — with new levels of confidence and speed.

IBM PureFlex System

Pre-configured, pre-integrated infrastructure

The IBM PureFlex™ System is an integrated IT infrastructure solution available with x86 or POWER processor-based compute nodes, storage, redundant network switch and systems management. It provides a virtualized platform to quickly deploy private cloud solutions with the option to expand it to hybrid and public clouds.

IBM PureFlex System

up to **40%** energy cost reductions

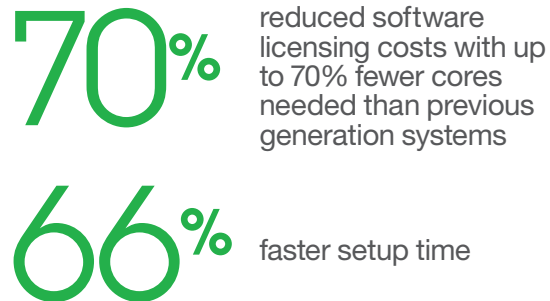
up to **50%** reduction of management costs by integration of resource pools across compute, storage and networking

IBM Flex System

Custom build infrastructure to your requirements

If you want to build and tune a custom configuration based on the most advanced blade server in the market, IBM Flex System® is the right fit. IBM Flex System offers a broad range of x86 and POWER compute nodes in an innovative chassis design that goes beyond blade servers with advanced networking and system management, to support extraordinary simplicity, flexibility and upgradability.

IBM Flex System



For more information on IBM PureFlex and IBM Flex System Solutions:

IDC Analyst Paper: IBM Enhancing Midmarket IT Efficiency Through IBM PureFlex

IDC interviewed companies that have implemented IBM PureSystems solutions. The focus of this white paper is on how IBM PureFlex and Flex System have enabled these customers to improve their IT efficiency. For more information visit: ibm.com/common/ssi/cgi-bin/ssialias?subtype=WH&infotype=SA&appname=SNDE_SM_SM_USEN&htmlfid=SML12381USEN&attachment=SML12381USEN.PDF

IBM white paper: Why IBM Flex System is the Best Blade Solution on the Market

With IBM Flex System design, IBM has improved every aspect of blade computing, from servers to chassis, to networking, to storage and I/O, to management. For more information visit: [ftp://submit.boulder.ibm.com/sales/ssi/ecm/en/wzw12347usen/WZ](http://submit.boulder.ibm.com/sales/ssi/ecm/en/wzw12347usen/WZ)



Consolidation is the solution.

In order for companies to remain competitive, they must do more with less, fully utilize every resource and automate wherever possible. Costs are escalating, especially in the areas of management and administration of resources. Much of the infrastructure for companies is not integrated or optimized, and is difficult to manage effectively. Costs associated with energy consumption are also escalating, thus impacting profit margins. Many investments made in the infrastructure of companies are not yielding the expected return on investment (ROI). There is a strong need for companies to look to consolidation as a way of controlling complexity, expense and low utilization.

Look what others have achieved via consolidation.

Midsize companies like yours have successfully consolidated with IBM PureFlex and Flex Systems to gain cost-saving efficiency and improve performance. Take a look at these real-world success stories to see where your business may fit.

CASE STUDIES

- Bank of Utah, North America
- CANCOM IT Solutions GmbH, Germany
- Europe Airpost, France
- Regionalgas Euskirchen GmbH & Co. KG, Germany
- FORCO, France
- Karunya University, India
- Oman Arab Bank (OAB), India

A community bank in the United States reduces rack space and network connections by more than 40 percent, saves approximately USD100,000 in upgrade.

The Challenge:

Faced with an increasingly complex set of user requirements and business applications and driven by industry initiatives, Bank of Utah concluded that its server environment was in need of a refresh.

The Story:

Bank of Utah holds approximately USD765 million in assets and employs more than 300 people, maintaining 13 full-service branches along the Wasatch Front. In addition to the bank's complex set of user requirements, the bank's electronic document storage practices — including its need to serve 16 million to 20 million document images on a speedy and consistent basis — put pressure on the existing storage and server infrastructure. Security and resiliency concerns also weighed heavily on management. Bank of Utah was looking for an integrated and flexible solution with a clear roadmap and a simplified user systems management interface.

The Results:

Bank of Utah engaged IBM and IBM Premier Business Partner Ciber to install four IBM Flex System Chassis, each outfitted with 13 IBM Flex System x240 compute nodes and IBM Flex System PCI Expansion Nodes.

- Integrates into the existing infrastructure and avoids an upgrade to the core network, saving USD100,000
- Reduces the amount of rack space and required energy by approximately 50 percent as a result of the consolidated footprint
- Decreases the total number of necessary network connections by around 40 percent because of infrastructure integration



With Flex System, we feel data- and cloud-ready, and we now have a solid data recovery program. The system is centralized, secure and scalable, plus applications run faster. We can prepare for the future with a clear product roadmap."

— Chris McIntyre, vice president of IT,
Bank of Utah

German Computer Services firm simplifies their IT infrastructure while reducing costs.

The Challenge:

Following an acquisition, CANCOM IT Solutions faced the challenge of merging networks to ensure business continuity

The Story:

CANCOM IT Solutions GmbH (CANCOM IT Solutions) is part of the CANCOM Group, a leading IT service provider in Germany. Employing 100 people and headquartered in Cologne, CANCOM IT Solutions offers services including IT logistics, project management and competence centers. With help from IBM, CANCOM IT Solutions implemented a solution configured with one IBM Flex System p460 and two IBM Flex System x240 compute nodes to host the company's testing and demonstration environment.

The Results:

Combining x86 and POWER architecture within a single chassis, IBM Flex System reduces cost and complexity for the company by removing the need to purchase, install and manage separate infrastructures for these environments. It is connected to the company network via IBM Flex System Fabric EN4093 10 GB Scalable Switch technology, offering the capacity to scale to 40 GB in the future, supporting the company's long-term strategy for networking. By deploying a separate virtual network for this environment, it is both easily accessible to employees and isolated from systems in production.



The IBM switches simplify configuration so much that we expect them to save our employees up to one hour per month, which we think could boost our profitability significantly."

— Oliver Rattay, Sales Manager,
CANCOM IT Solutions System x
Competence Center.

Europe Airpost climbs into the cloud to drive cost-efficiency, consolidating physical footprint of IT infrastructure by 66%.

The Challenge:

In the face of a global economic slowdown and rising fuel prices, maintaining profitability is a challenge. Fabrice De Biasio, IT Director, explains: “To succeed in this highly competitive industry, you need to offer an efficient service while minimizing expenditure. We saw an opportunity to cut our IT operational costs by adopting a private cloud model.”

The Story:

Europe Airpost is a charter passenger airline and air freight carrier that transports cargo for the national postal service and newspapers. Headquartered in Paris, France, the company maintains a fleet of 21 planes.

The Results:

The company worked with IBM Premier Business Partner Diademys to deploy an expert-integrated IBM PureFlex System solution, allowing the company to deliver business services through a private cloud. The results included consolidating their physical footprint by 66 percent, cutting energy and cooling requirements. They also improved cost efficiency and reduced application response times by up to 33 percent.



IBM PureFlex enabled us to consolidate our physical infrastructure from six racks at two data centers to two racks at a single data center—a reduction of 66 percent. As the dense footprint of our IBM PureFlex solution delivers greater compute performance from fewer processors, we can now run all of our databases, servers and desktops in a single footprint—for significant savings on electricity and cooling.”

— Francis Brisedoux, Deputy IT Director,
Europe Airpost

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Regionalgas Euskirchen beats competitors to new business by reducing IT infrastructure costs.

The Challenge:

As intense competition drives prices down, utilities provider Regionalgas Euskirchen must reduce operational costs and offer even better value in order to retain existing customers and win new ones.

The Story:

Founded in 1949, Regionalgas Euskirchen GmbH & Co. KG supplies water and energy to around 60,000 private households, companies and public organizations based in the vicinity of Euskirchen, Germany.

The Results:

The company decided to consolidate its HP servers onto the highly scalable IBM Flex System platform, and upgrade its network capabilities with high-performance IBM technology. They were able to cut their server footprint by 66 percent, energy costs by 20 percent and avoid USD45,000 cost of air conditioning spend, helping the company offer great value to customers and stay ahead of competitors.



“By consolidating six full HP racks onto just two IBM Flex System machines, we reduced our server footprint by 66 percent and cut energy costs by 20 percent. Physical servers generate a lot of heat, and we realized that expanding our existing server infrastructure would have required an upgrade of the air conditioning system in our data centers. By choosing a highly virtualized solution based on IBM Flex System servers, we were able to avoid replacing the air conditioning, which saved around EUR35,000 [USD45,000].”

— Thorsten Bollig, Head of IT Infrastructure at Regionalgas Euskirchen

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French collections firm gains security, stability and scalability with IBM PureFlex with integrated Storwize V7000.

The Challenge:

As a provider of services to enterprises, FORCO wanted to keep developing its offerings in line with growing client expectations. Its existing information tools and infrastructure had been built up over time, and consisted of standalone servers and storage technologies from a variety of vendors. These were becoming obsolete and increasingly difficult to manage, making it difficult for the organization to create new services for clients.

The Story:

FORCO is a collection agency accredited by the French Ministry of Labor, Employment and Professional Training. It is tasked with collecting, aggregating and disbursing statutory professional and vocational training funds. As a provider of services to enterprises, FORCO wanted to keep developing its offerings in line with growing client expectations.

The Results:

Working with IBM Business Partner By The Way, FORCO successfully consolidated its existing IT infrastructure to the IBM PureFlex System and integrated Storwize® V7000, including training. In less than two months, FORCO deployed an IBM System x3300 M4 server as a gateway in each of its 11 branch offices, helping non-headquarters employees to access systems running on the IBM PureFlex System.



We considered adding servers to our existing infrastructure, but it was clear that this would just aggravate the situation,” says Franck Carouille. “The IBM PureFlex solution provided a powerful set of system management tools in Flex System Manager, together with the security, stability and scalability that we needed. It also corresponded well with our notion of having an internal cloud of computing resources, giving us everything we needed in a single integrated solution.”

— Franck Carouille, FORCO

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Private engineering college in India reduces power consumption by 50% percent.

The Challenge:

To optimize business efficiency, Karunya University needed a server solution that it could use to help consolidate its unwieldy infrastructure.

The Story:

Founded in 1986, Karunya University is a private engineering college in India. To support its new ERP system, Karunya University consolidated eight incumbent servers on a system equipped with five IBM Flex System x240 compute nodes. The university then implemented VMware virtualization technology on the nodes, which it uses to create virtualized environments for core applications and dynamically assign computing resources to where they are needed most. Finally, Karunya University implemented an IBM Storwize V7000 device.

The Results:

By implementing an IBM Flex System solution complemented by an IBM Storwize V7000 device, Karunya University consolidated eight servers onto one virtualized environment. The new solution simplified IT administration by allowing the university to manage all of its applications, including its new ERP system, on a single server and storage platform. Further, the solution is highly energy efficient, which helped reduce power consumption by 50 percent.

Reduce
power consumption by
50%



Banking client reduces system complexity in its data center by 30% percent.

The Challenge:

This client wanted to find a solution that could easily integrate with its existing IT infrastructure while providing scalability.

The Story:

Oman Arab Bank (OAB) had a complex IT setup comprised of IBM servers and storage devices. While satisfied with its performance, the bank wanted to streamline and optimize its IT infrastructure. The company considered implementing Cisco networking technology but had particular concerns over network performance. After testing the Cisco solution, OAB realized the bandwidth was insufficient for network and storage traffic. Therefore, the bank needed a solution that could meet their network and storage demands as well as integrate with its existing IT infrastructure.

The Results:

The client engaged IBM Systems Lab Services and Training to implement a scalable solution using IBM PureSystems technology to optimize and consolidate its server environment. The IBM team implemented and configured an IBM PureFlex System housing four IBM Flex System x240 compute nodes and one IBM Flex System p260 compute node. They were able to consolidate into one chassis and optimize the solutions that were running in different environments. They optimized server utilization by running the Microsoft Windows operating system and VMware virtualization technology to support the client's core administrative workloads and in-house applications.

Oman optimized their IT infrastructure by reducing system complexity in its data center by 30 percent, decreased server-rack space by 80 percent and now can launch new products to market 83 percent quicker.

Launch **83%**
new products to
market 83% faster



3

Optimize

Optimized for cloud and IT efficiency

Almost every midsize company has critical workloads and applications that need to be run daily. Significant portions of their company's IT budgets are allocated to just maintain their existing infrastructure. To meet peak workload demands, they need to provision additional physical or virtual servers which are then underutilized the rest of the time. Key database, application server and storage elements of the workloads may be underperforming or scaling inadequately. Too much administrator time is consumed in updating, maintaining, patching and monitoring the environment. New workloads and systems drive additional workload to configure, provision and deploy new servers, storage and networking resources. IBM PureFlex and Flex System can help midsize clients optimize these existing environments with breakthrough performance optimization and management automation capabilities.

In the next examples, these companies now operate more efficiently and cost-effectively. They've optimized performance and are well positioned to meet the demands of new growth and success. You could do the same.

REFERENCES

- [Centerline Digital, North America](#)
- [Ipeer, Karlstad Sweden](#)
- [Casabaca S.A., Ecuador South America](#)
- [PBT Transport Limited, New Zealand](#)

An optimized solution to the problem of data compression without sacrificing the quality of compressed content.

The Challenge:

A digital media company in the United States needed to consolidate its infrastructure while significantly improving storage efficiency and reducing long-term storage expansion needs.

The Story:

Founded in 1995, Centerline Digital is a content marketing agency specializing in message delivery using online digital media. The company helps its clients craft strategies to reach their target audience in the places they live online and then creates the media to activate that strategy. Centerline supported an increasingly unwieldy infrastructure comprising diverse components. Experiencing significant business growth, the company was interested in upgrading its infrastructure to better support its graphics rendering engine and its vast repositories of in-progress and completed video footage, as well as other digital media pertinent to its business. It was seeking an optimized solution to the problem of data compression without sacrificing the quality of compressed content.

The Results:

The system built on the IBM Flex System Chassis is robust and cost-effective. Utilizing IBM Real-time Compression™, Centerline has realized a 75 percent compression, saving a significant amount of money on storage capacity. The storage datacenter footprint and power and energy consumption have also been reduced. The improved performance is facilitated in part by the integration by design built into the IBM PureSystems platform and the IBM Storwize V7000.



Centerline Digital CEO Charles Long heads a leading content marketing agency. “As various teams collaborate and projects change direction, Centerline must maintain incredible workflow efficiency to produce creative marketing materials that deliver the greatest business impact for its clients. With PureFlex, Centerline has seen a 250% increase on compute power, increasing not just speed-to-market, but also quality-to-market.”

— Charles Long, Founder and CEO
Centerline Digital

Centerline Digital Video: <http://www.youtube.com/watch?v=QVjJKSubwh4>

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Ipeer boosts client retention and delivers high-performance cloud services.

The Challenge:

Cloud services provider Ipeer set a goal to double revenue by 2015. Their goal is to win new clients and increase retention by delivering higher levels of performance, reliability and availability.

The Story:

Founded in 2006 in Karlstad, Sweden, Ipeer provides a range of hosting, colocation and out-sourcing services to businesses across the country. Employing 40 people, the company serves tens of thousands of corporate clients, and generates annual revenues equivalent to approximately USD7.7 million.

The Results:

Working with IBM Premier Business Partner Pedab Sweden AB, Ipeer deployed an IBM Flex System platform and migrated almost 1,000 of its clients' cloud environments to the new solution. The solution is designed to:

- reduce response times for cloud services, helping to increase client retention
- minimize total cost of ownership through reduced maintenance requirements
- minimize unplanned downtime



Our Flex System solution delivers the rock-solid reliability, high performance and straightforward scalability that we need to maintain a leading position in our industry."

— Niclas Jacobsson, CTO, Ipeer

Automobile distributor in Ecuador simplifies infrastructure and deploys cloud for improved efficiency.

The Challenge:

This client wanted to consolidate business services in Ecuador and Peru while flexibly allocating computing resources and simplifying operations. It sought a self-service portal and a private cloud solution using next-generation infrastructure to address their goals.

The Story:

Located in Quito, Ecuador, Casabaca S.A. is primarily engaged in the import and retail trade of motor vehicles, vehicle parts and accessories. It sells new and used cars under Toyota and other brands. In addition, it provides vehicle financing and leasing and a range of after-sales services, including vehicle check-up, parts replacement, repair and maintenance.

The Results:

The client engaged IBM Systems Lab Services and Training to implement IBM PureSystems technology and consolidate their POWER and x86 infrastructures. This solution featured virtualization with IBM PowerVM® technology. Casabaca gained the next-generation infrastructure it required to support a private cloud platform and a self-service portal. As a result, the client can provision new services in days instead of months, improving business efficiency. With the single platform, the client centralized business operations and administration and simplified IT management. Further, the preintegrated, highly scalable solution helped the client eliminate security risks and accommodate business growth. By installing a system with integrated compute, networking and storage components, the client has the capacity to grow safely and efficiently.



Casabaca gained the next-generation infrastructure it required to support a private cloud platform and a self-service portal.”

Simplicity, scalability and ease of maintenance with attractive financing is a winning combination.

The Challenge:

Peter Baker Transport (PBT) needed to upgrade its increasingly slow servers, purchase additional storage and implement a disaster recovery strategy. Like many other midmarket firms striving to retain industry leadership through process automation, the company ended up with a complex IT infrastructure that was increasingly difficult to manage and support.

The Story:

PBT provides flexible, integrated solutions for logistics, transportation and bulk freight movements throughout New Zealand. The firm was ready for a streamlined, leading-edge infrastructure and data recovery solution that would help it optimize its server environment, scale with its growing workload and increase competitiveness.

The Results:

The integrated IBM PureFlex System solution optimized server resources and delivered higher quality IT faster, supporting the company's core applications. PBT became more agile and enhanced its customer service in the hyper-competitive national freight and distribution industry. PBT was able to bring its formerly hosted CRM application back in-house.

The solution has provided a simplified user experience that allows the company to redeploy IT staff to other projects.



We initially set out to rectify capacity issues on our aging SAN and expected to see some incremental benefits in terms of performance; in practice we achieved both and in fact realized a significant step change in performance. The SAN and server market is very competitive, however the two key differentiators for us in selecting IBM PureFlex systems were the integrated management of server and storage, and that it is at the beginning of the technology lifecycle. Couple this with IBM's extensive training options and doing the implementation ourselves, we know we now have an easily managed solution that precisely meets our long term needs. We can plan our infrastructure architecture roadmap knowing that we are in control and have a solid foundation for future growth."

— Chris Poulter, Chief Information Officer,
Peter Baker Transport

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Innovate and accelerate deployment of new applications

As midsize businesses strive to gain competitive advantage, grow their business and comply with regulations, IT has been critical to support, deploy and implement more applications and integrations. IT is transforming from supporting traditional back-end office applications such as ERP, SCM and Financials to now supporting mission-critical applications central to managing change and producing new sources of business revenue. Capturing and storing large amounts of business data and turning that data into information (or monetizing that data) is becoming strategic for many industries. New application deployment can be simplified with IBM PureFlex and Flex System. IBM and its business partners have worked together to help clients innovate by rapidly deploying and cost effectively managing new applications.

The following client examples demonstrate how new application deployment is simplified with IBM PureFlex and Flex System. IBM and its business partners have worked together to package industry-leading applications, making them quick and simple to load, install and configure. They have also helped midsize clients innovate to gain competitive advantage and achieve business growth while meeting regulatory requirements.

REFERENCES

- [AXIANS, Netherlands](#)
- [Gruppo Aversa, Italy](#)
- [Cyber Network, Switzerland](#)
- [TelecityGroup Finland, Finland](#)
- [IT Relation A/S, Denmark](#)
- [Altus IT, Croatia](#)
- [Tracewell Systems, North America](#)

Netherlands company deploys a cloud-ready platform for a fast-changing market...at the same time growing revenue and innovating.

The Challenge:

Recognizing a shift in the market from traditional reselling towards cloud-hosting services, the Netherlands company AXIANS began looking for a cloud-ready, flexible computing platform with low management requirements.

The Story:

A subsidiary of VINCI Energies, AXIANS specializes in consultancy, delivery, implementation, maintenance and management for networking, storage, security, IP telephony and management solutions. AXIANS is an umbrella brand, comprising all activities of VINCI Energies in the areas of voice, data and image integration, with divisions in Belgium, France, Germany, the Netherlands, Switzerland and the United Kingdom.

The Results:

AXIANS chose to deploy the IBM PureFlex System, delivered with pre-integrated compute, storage, networking and management components as a basis for its cloud services. By cutting the time taken to provision new environments by 30 percent, the PureFlex solution accelerates time to market. Reducing management time helps the company focus on customer service.

“The IBM PureFlex System gives us unprecedented flexibility by allowing us to install and manage different processor architectures in the same machine. AXIANS is led by its clients—we deliver whatever they need, and the PureFlex System is the ideal platform to support this philosophy.”

— Hans Mekking, Business Unit Manager,
AXIANS Eindhoven

New markets bring new demands for this Italian business.

The Challenge:

To reach out to markets in the USA and Asia, Gruppo Aversa knew that its SAP solutions would be needed 24x7, spanning more time zones. Without this capability, Aversa could miss out on valuable new business.

The Story:

Founded in 1868, Gruppo Aversa in Italy is a joint venture of three leading producers and distributors of liquors, wines and sweets. Headquartered in Sicily, the group has offices in two other locations in the northwestern part of the country and employs approximately 250 people.

The Results:

Gruppo Aversa chose to migrate their SAP solution to an integrated, easy-to-manage IBM PureFlex System offering, featuring continuous availability, greater system performance and reduced operational costs. The PureFlex solution helped the company to expand into the US and Asia rapidly and efficiently. For the first time, Gruppo Aversa will have the ability to handle multiple operating systems within a single architecture. This new architecture — replicated at a second data center for disaster recovery — allowed Gruppo Aversa to guarantee seamless business continuity even if a major failure occurred.



Considering we have only just implemented the complete solution, we could not be happier with the initial outcomes—already measured by striking performance results. We are expecting further huge improvements in the near future—and are confident that the IBM and SAP joint expertise will help us to boost product sales in the new and demanding markets we have started to look at.”

— Letterio Iachetta, IT Systems Administrator,
Gruppo Aversa

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How to gear up for growth in the cloud...deploy a scalable and flexible infrastructure from IBM.

The Challenge:

Cyber Network needed better scalability for its CyberCloud service, allowing it to host more virtual servers without a corresponding increase in staffing levels. Assuring business continuity was vital.

The Story:

Headquartered in Geneva, Switzerland, Cyber Network offers a full range of IT hosting and connectivity services to corporate clients, with a particular focus on the financial services and insurance industries. The company was founded in 1997 and specializes in providing complete infrastructure-as-a-service (IaaS), platform-as-a-service (PaaS) and application-as-a-service environments (AaaS) to its clients.

The Results:

Cyber Network evaluated several possible solutions, including IBM Flex System. "Given our existing technical competence, our requirements in terms of the density of virtual machines, and our positive previous experience of IBM servers, Flex System was the right choice for Cyber Network," says Marco Tricarico. "We were already managing some IBM BladeCenter® servers on behalf of a bank, and we like the blade concept in general terms. Flex System takes this concept a step further, in particular providing the software to manage up to four chassis from a single point of control." To ensure high resilience for its clients' hosted environments, Cyber Network deployed twin Flex System solutions in each of its two Geneva data centers, which are approximately 15 kilometers apart. The benefits? Excellent performance, with headroom for future growth, and simplified management that allows existing technical staff to service growing numbers of cloud-based customers.



The IBM Flex System gives us excellent performance and a significant amount of headroom for the future. This means that we can add new clients without any concerns about negative impact on our existing ones."

— Marco Tricarico, Chief Technology Officer,
Cyber Network

Finland MSP experiences a dramatic improvement in system performance and ease of manageability.

The Challenge:

Leading Finnish managed service provider TelecityGroup Finland wanted to support business growth and offer its customers the freedom to provision their own virtual environments.

The Story:

With 60 employees and an annual turnover of USD19 million, TelecityGroup Finland is one of the leading managed service providers (MSP) in Finland. It specializes in managed and co-location services, consulting and support. TelecityGroup Finland wanted to gain the ability to grow its business, but its legacy systems were too complex and costly to scale out effectively. The company's most popular services are cloud hosting, including file hosting, virtual desktop services and virtual server hosting.

The Results:

Working with IBM and IBM Business Partner ICT Group, the company implemented seven IBM Flex System x240 nodes, each with 256 GB of main memory. These are connected through a Fibre Channel SAN to an IBM XIV Storage System; with an IBM System Storage® DCS3700 array functioning as a high-speed backup and tier-two storage utility. Since installing its IBM solution, TelecityGroup Finland has experienced a dramatic improvement in system performance and ease of manageability. TelecityGroup Finland's private cloud solution has established the high level of security the company needs to continue to ensure the resiliency and high availability of its hosting services. A self-service web portal empowers customers to provision their own servers and storage online. The IBM Flex System solution is expected to accommodate business growth over ten years and has reduced maintenance workload by 30 percent.



The IBM Flex System Manager interface is so intuitive that it feels like we've been using it for a lot longer than we have. Because our IT team can manage all server and storage resources through a single interface, we've reduced the IT management workload by 30 percent, freeing our IT team to focus on more valuable activities."

— Kalle Koski, Data Centre Manager,
TelecityGroup Finland

How to be an everyday IT superhero.

The Challenge:

Being squeezed by larger cloud services providers, this company knew it needed to dramatically increase efficiency and service quality to compete effectively.

The Story:

IT Relation A/S aims to be the “everyday IT superhero” for its clients, striving to respond with “no problem” to any IT-oriented challenge, 24 hours a day, seven days a week. Providing IT support and outsourcing services to primarily Danish customers, IT Relation currently employs approximately 60 people and has its headquarters in Herning, Denmark.

Working with IBM Premier Business Partner Arrow ECS Denmark A/S, IT Relation became an early adopter of the IBM Flex System solution, effectively supporting a wide range of customer applications.

The Results:

Offering an estimated decrease in IT costs of 15 percent along with enhanced performance, IBM Flex System helps IT Relation maximize its margins while delivering exceptional service to customers. The extremely high density of processing power within the IBM Flex System helps IT Relation maximize its margins without any negative impact on service levels for its customers. The innovative solution has provided the ability to host more virtual machines on a single server and helps the company to consolidate management of multiple customer environments.



Once again, IBM has provided the innovative technology we need to compete with the big hitters in our industry by maximizing efficiency without compromising on performance. Equipped with the IBM Flex System, we can deliver on our aim to become ‘everyday IT superheroes’, coming to the rescue of our customers who want to keep IT costs low but performance high.”

— René Jeppesen, Sales Manager,
IT Relation A/S

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IT services provider helps clients to save up to 75 percent.

The Challenge:

Altus IT needed a flexible, scalable, cloud-computing infrastructure to help broaden its offerings for corporate customers, while also increasing efficiency within its own data center.

The Story:

Based in Zagreb, Croatia, Altus Information Technologies provides cloud computing and data center services for a variety of clients in many different industries. The company was founded in 2011 as a subsidiary of Markoja d.o.o. and specializes in helping its clients find the right mix of IT infrastructure services to meet their needs — and their budgets.

The Results:

Altus IT deployed an IBM Flex System solution with four IBM Flex System x240 compute nodes using intelligent Intel Xeon processors, CentOS with KVM technology and IBM Storwize V7000. The IT services provider helped clients to save up to 75 percent by utilizing cloud deployments, improving its own operational efficiency and lowering its total cost of ownership (TCO).



IBM Flex System was our first choice for delivering high performance within the cloud. The KVM technology helps decrease our licensing costs, so we can be more competitive in our cloud pricing for customers."

— Goran Djoreski, Chief Executive Officer,
Altus IT

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Closing

IBM PureSystems changes the game.

The Challenge:

Tracewell Systems needed a next-generation, high-speed computing platform to help its customers deploy IBM PureFlex technology in small and rugged form factors and environments beyond the back office.

The Story:

Across industries, users collect, analyze and manage more data than ever before. The rise of more sophisticated sensor technology makes it possible to collect an astounding amount of real-time data from a wide range of sources — which then must be cross-analyzed, stored and retrieved in ways never before possible. These “extreme analytics” are often being used far beyond the back office, in increasingly harsh or unusual environments — any place in which traditional computer systems don’t fit due to size, weight and power constraints.

This is where Tracewell Systems is making a difference. The company’s Advanced Form Factor Engineering Services and complete line of products take the best high-performance computing (HPC) technology and package it into small form factors or into rugged, high-performance systems that can deliver data analytics for specialized applications into nontraditional environments.

The Results:

It was clear to Tracewell from the start that IBM innovation on the PureFlex platform would integrate well with Tracewell’s deep understanding of small form factor and rugged computing, as well as the company’s engineering capabilities. Tracewell’s innovative SRCP products rely on both the IBM ability to provide reliable, scalable solutions that work, and on Tracewell’s ability to uniquely adapt these solutions.



Our business is in the extreme engineering details. We work with clients who need the most advanced and powerful computing platforms available. IBM was the only company that could provide the engineering support, insight and teaming we needed to make our solutions, and our business, work for our customers. Furthermore, IBM is committed to designing the steady stream of server, networking and storage products that our customers need to solve their immediate, short-term problems — while also keeping an eye on the long term.”

— Matt Tracewell, Executive Vice President, Tracewell



Closing

IBM® PureFlex™ System is a complete, flexible cloud infrastructure system with integrated expertise. The system integrates and optimizes all compute, storage and networking resources to deliver infrastructure-as-a-service (IaaS) out of the box.

IBM Flex System represents an entirely new generation of technology, with more performance and bandwidth, true integrated enterprise SAN storage, and far more capability to consolidate and virtualize than previous systems. A game changer.

To get started today, simply visit
ibm.com/midmarket
or give us a call at 1-877-426-2223.

For more information download this brochure
from IBM:

IBM PureFlex System: Integrated solution for greater
business value

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