

## VMware Helps ECI Save 60 Percent on Server Costs

### ECI Saves with VMware Virtual Infrastructure Server Consolidation, Cost Reduction and Ease of Marketing



#### KEY HIGHLIGHTS

#### INDUSTRY: MEDIA

#### RESULTS

- 30:1 consolidation of servers
- Optimal server consolidation and efficient server usages
- 60 percent lower cost of hardware, maintenance and management
- CPU usage per server up to 40-60 percent from 5-15 percent
- Memory swapping for moving memory capacity between virtual machines

*“With VMware software, we not only profit from a 60 percent reduction in hardware costs, but we also maximise the CPU usage of our servers, reduce software license charges and have secure communication capabilities.”*

Enver Tanriverdi  
ICT manager for ECI

### ECI Needed to Enable Server Consolidation, Optimize CPU Usage, Simplify Management and Reduce Costs

In recent years ECI, a subsidiary of German media company Bertelsmann, has developed into the largest club for books, music, DVDs and leisure in the Netherlands and Flanders. Since its inception in 1967, ECI has broadened its offerings extensively. It now provides a large selection of media products with books, members' specials and attractive club prizes. Members can also profit from third party offerings, including last minute travel, the free Visa Club Card and - in the near future - insurance.

To process the 1.2 million orders of ECI members quickly, efficiently and faultlessly, ECI has developed a robust IT infrastructure. The back-end of this system comprises a large server park with approximately 60 servers. To enable server consolidation, optimise CPU usage, simplify management and reduce costs, ECI decided to set up a virtual environment. It chose VMware software because of its broad functionality, price performance and user-friendliness. VMware Enterprise Partner SLTN provided and implemented the solution.

### VMware GSX Server and ESX Server Provided Scalable, Low-Cost Server Consolidation and Flexible Resource Management

A large proportion of ECI customers use the telephone for their orders, so the company's call centre is regarded as mission-critical. To streamline customer orders and other service requests from the call centres and other sales channels, ECI used a call routing system that needed six servers. In addition, the company's 150 call centre employees used an advanced CTI environment, built on Genesys, which required 32 servers.

“The hardware for a number of applications, including our call centre, was ready for replacement,” says Enver Tanriverdi, ICT manager for ECI. “We had the choice between replacing these obsolete machines with new hardware or virtualising them with VMware software. We chose the second option for reasons of cost reduction, ease of management and efficiency. VMware allowed us to run more systems and more applications on less hardware. Initially we purchased GSX Server, but the opportunities and benefits of virtual infrastructure soon became so clear that we decided to switch to ESX Server, with its enhanced scalability and management functionality. For example, we were able to install 32 virtual machines on a single physical server using VMware ESX Server.”

## Multiple Benefits Realized

ECI profits from the VMware solution provided by SLTN in many ways. "First, we save a lot on hardware cost," says Tanriverdi. "A detailed calculation showed the cost for setting up, maintaining and managing servers is 60 percent lower when using VMware software."

ECI also saves on licensing costs as the company can still use Windows NT. With VMware software, this old version of the Microsoft OS still works on the latest hardware. This is especially cost-effective for file and print servers. Another big advantage for ECI is much higher CPU utilization. "Before we implemented VMware software, this percentage varied between 5 and 15 percent, depending on the application or the system the server was running. Through virtualisation it is possible to increase the load to a CPU usage of approximately 40 to 50 percent. In addition, we are able to control server resources. For example, we can switch memory capacity between virtual machines on a physical server simply by dragging and dropping icons. Therefore we no longer need to purchase extra hardware when we need extra capacity."

## Optimal Security

Virtualisation with VMware software also enhances ECI's security. Dependent on their role in the organisation, certain employees can remotely access their Lotus Notes mailboxes through a VPN connection. "For security reasons we didn't want direct access via the Internet to our Lotus Notes servers," says Tanriverdi. "With VMware software, we developed a virtual mail server that allows employees to use Web mail remotely. With an additional firewall around this virtual machine, the organisation is well protected when employees access their e-mail remotely."

ECI is enthusiastic about the wide variety of benefits from deploying a powerful VMware virtual infrastructure with the help of SLTN. "Apart from its virtualisation capabilities, VMware software offers extensive functionality for setting up test environments," says Tanriverdi. "This covers the whole cycle of setting up a new system, from development to test to deployment."

Tanriverdi is also excited about deploying VMotion. "VMotion will allow us to easily switch live servers from one physical machine to another," Tanriverdi says. "This will enable maintenance without downtime and intelligent workload balancing. This sort of functionality makes me very sure that implementing a virtual infrastructure with VMware and SLTN was the right thing to do for our organisation."

### VMWARE ESX SERVER AT WORK

- Six servers with 40-50 virtual machines
- Host operating systems: Microsoft® Windows NT, Windows 2000, Windows XP, Windows 2003
- Applications running in virtual machines include: production applications, mail (server, gateway), Web server, monitoring, database, department specific apps (VPN, banking, etc.), authentication
- Network configurations: The servers sit on several subnets, such as internal network and dmz

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