



KEY HIGHLIGHTS  
 INDUSTRY: NON-PROFIT



**CHALLENGE**

Reduce carbon footprint and achieve robust business continuity

**SOLUTION**

VMware® Infrastructure 3 for 5:1 server consolidation and high availability of critical servers

**VMWARE AT WORK**

VMware Infrastructure 3 Enterprise, featuring:

- VMware® ESX Server 3
- VMware® VirtualCenter 2
- VMware® VMotion

**DEPLOYMENT ENVIRONMENT**

- ESX Server and VirtualCenter on:
  - o 4 HP DL380s, each with 2 CPUs and 12GB RAM
  - o HP DL385, each with one Dual CoreCPU and 8GB RAM
- HP MSA 1000 SAN
- HP EVA 4000 SAN
- EMC Clariion 150
- Applications running in VMware:
  - o Novell NetWare
  - o Novell GroupWise
  - o SUSE Enterprise Linux
  - o Oracle
  - o MS Windows Server 2003
  - o HR and Intranet applications
  - o Citrix Metaframe

*“Virtualisation has allowed WWF to simply manage our IT infrastructure and create an effective disaster recovery practice. After experiencing these benefits in our UK office, my IT team has been urging all of our other offices to ‘go virtual.’ Our aim is for the entire global operation of WWF to run on VMware and dramatically reduce our carbon footprint through virtualisation.”*

Ian Exton, Network Manager, WWF-UK

**WWF United Kingdom**

WWF is the the world’s largest and most experienced independent conservation organisation. It operates a global network of offices in more than 90 countries. WWF has five million supporters worldwide, and around 90 percent of its income derives from voluntary sources such as individuals and the business community. WWF-UK, based in Godalming, Surrey, is one of WWF’s biggest national offices with over 300 staff. Its role is to raise funds for global conservation and to influence UK government, businesses and people to lessen their impact on the global environment.

WWF’s commitment to environmentally-friendly business practice is supported by every department within the organisation. As part of IT’s contribution to this mission, WWF-UK was looking to decrease its server count and lessen cooling requirements with the aim of reducing the organisation’s overall carbon footprint, as well as the amount of space needed to house the data centre.

Disaster recovery is also a critical component of WWF-UK’s IT strategy. The Godalming office houses the organisation’s main financial systems, as well as a very large database containing contact information for millions of supporters around the UK. WWF-UK would not be able to operate if this information was lost or unavailable, as any downtime would affect its ability to reach out to current and potential donors, as well as tailor new campaigns to different audiences.

Working with SNS Ltd., a VMware® VIP Enterprise Reseller, WWF-UK deployed VMware Infrastructure 3 into its live production environment. Within months, the organisation was running less hardware, significantly reducing its carbon footprint, and was confident that it had a reliable business continuity strategy in place that was easy to manage.

**Results**

- Achieved 5:1 server consolidation ratio
- Reduced computing power requirements by 1.35 kilowatt-hours (kWh)
- Cooling requirement reduced by 2.0 kWh
- Overall power saving per year of 29,400 kW
- CO2 emissions reduced by 12,600 tonnes
- Power savings equal to £2,770