



KEY HIGHLIGHTS

INDUSTRY: PROFESSIONAL



CHALLENGE

Maximize efficiencies of IT operations without increasing costs

SOLUTION

VMware technology saves Adlink money on hardware while simplifying the company's IT administration and lowering associated IT costs.

VMWARE AT WORK

VMware Infrastructure 3 Enterprise, featuring:

- ESX Server 3 with VMFS
- VirtualCenter 2
- VMotion
- Distributed Resource Scheduler (DRS)
- High Availability (HA)

DEPLOYMENT ENVIRONMENT

- ESX Server running on HP Proliant DL 585s and 740s, attached to a NetApp 3020 SAN
- Guest operating systems: Windows Server 2003
- Applications: Citrix, Domino, SQL, Web servers, print servers, domain controllers

"If we didn't have VMware Infrastructure 3, we'd be spending more money on hardware purchases—not to mention higher power and cooling costs, and additional time and money to maintain that hardware. Instead, we can invest that money in other aspects of the business."

Rocco Cretacci

Manager, LAN and Help Desk, Adlink

Adlink

Adlink sells advertising in the Los Angeles area across 44 different cable networks. Using research and data provided by Adlink, clients are able to segment the market according to their target audience and advertise different products depending on geographic location and needs.

For Adlink, disaster recovery was the driving force for exploring VMware technology, as the company used VMware software as the underpinning of its disaster recovery strategy. "Using VMware technology, we turn our physical servers into virtual machines and consolidate them on ESX Server," says Rocco Cretacci, LAN and help desk manager at Adlink. "Then, we replicate our ESX Servers to an offsite disaster recovery location. If there's ever a disaster of some sort, we can restore from the server images, quickly and easily."

VMware technology was further able to assist with the company's "behind the scenes" IT operations, including server consolidation and server provisioning. Additionally, Adlink's developers can quickly create test environments to test out new applications, increasing application delivery speed within the company. "There were a lot of aspects of the VMware solution that resonated with us and our needs," says Cretacci. "It's been helpful in a multitude of ways."

Results

- **Achieved 8:1 server consolidation ratio.** "We used to have 30 physical boxes that we're now running as virtual machines on just four ESX Servers," says Cretacci.
- **Reduced server provisioning time by 75 percent.** "Building a server from the ground up can take as long as four hours," says Cretacci. "With VMware technology, building a new server is simply a matter of copying over a server image, which is usually less than an hour."
- **Save thousands of dollars in hardware costs.** "Thanks to VMware technology, we've been able to retire old hardware without having to buy new replacements—a savings of thousands of dollars," says Cretacci.