



“With the availability of solutions like VMware Infrastructure 3, the question isn’t ‘Why go virtual?’; the question is ‘Why wouldn’t you go virtual?’ You’ll use a lot less hardware, you’ll save rack space, and you’ll save a ton of time and money.”

— Harry Halikias
System Administrator, EMI

KEY HIGHLIGHTS

Challenge

Contain server sprawl and manage the costs of a rapidly expanding IT infrastructure

Solution

VMware Infrastructure 3 increases the efficiency of server hardware while reducing the costs associated with IT equipment, power, and data center real estate.

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

- One ESX Server cluster of HP DL385, DL585, and DL380 attached to an EMC Clarion CX500; a second ESX Server cluster of 3 HP DL585s attached to an EMC Clarion CX340.
- Guest operating systems: Windows 2000, Windows 2003, Netware 6.5, SUSE Linux, Windows XP
- Production Applications: MS Dynamics, TrendMicro Antivirus, Oracle 10i, Apache, Lotus Domino for Database, Novell ZENWorks, DNS, DHCP, Websense, Application Extender, Windows Media Streaming, Wiki
- Pre-Production Applications: Homegrown Java-based app used to track and manage music globally

EMI Music Publishing

EMI is the world’s leading independent music company. The company comprises two divisions – EMI Music, one of the top global recorded music companies, and EMI Music Publishing, the world’s leading music publisher.

“It’s no secret that everything about the music industry today is either digital or heading towards digital,” says Harry Halikias, system administrator at EMI. “To that end, IT plays a more important role at media companies than it ever has in the past.” One of EMI’s first tasks in shoring up its IT infrastructure was to help contain its server sprawl. “We were running out of rack space in our old building,” says Halikias. “Furthermore, all those servers—which were taking up so much space—were greatly underutilized.”

VMware Infrastructure 3 allowed EMI to take control of its IT infrastructure by consolidating excess hardware with virtual machines and increasing server utilization. “We had 20 servers that we were able to consolidate onto 3 ESX Server hosts, allowing us to make much more efficient use of memory and processors—not to mention physical space” says Halikias. “The consolidated servers are much easier to administer, and with robust features like High Availability (HA), mission critical applications stay available, increasing reliability. Overall, VMware is doing exactly what a technology vendor is supposed to be doing: delivering a product that delivers real value and benefits. I’m a big fan.”

Results

- Increase server utilization eight fold. “Our ESX server hosts run at 40 percent utilization, as opposed to our physical servers which usually ran at 5 percent,” says Halikias.
- Save \$50,000 in hardware costs. “By creating 20 virtual machines to run on one of our ESX Server environments, we avoided having to buy 10-15 physical servers,” says Halikias. “That’s \$50,000 in hardware savings over three years.”
- Reduce power consumption by 15 percent. “At our old location, we were running at 90 percent of our available power supply, which is very high,” says Halikias. “By consolidating our servers with VMware Infrastructure 3, we were able to drop that number down to 75 percent.”

