



KEY HIGHLIGHTS

INDUSTRY: MANUFACTURING

**CHALLENGE**

Reduce costs by consolidating the hardware supporting a Microsoft environment while centralizing management and implementing a dynamic, flexible infrastructure.

SOLUTION

VMware server virtualization enabled EsseL Propack to rapidly deploy and shut down multiple machines on fewer physical servers, reducing hardware procurement costs and providing an infrastructure optimized to meet business demand.

VMWARE AT WORK

- VMware Infrastructure 3, featuring ESX 3.5 with VMFS, VMotion, Distributed Resource Scheduler, High Availability, Virtual SMP, Consolidated Backup
- VMware vCenter Server

DEPLOYMENT ENVIRONMENT

- ESX on IBM BladeCenter HS21 blade servers with quad-core 4GHz Intel Xeon processors and 16GB RAM
- SAN: IBM System Storage DS4700 Express
- Guest operating system: Microsoft Windows Server 2007
- Virtualized production applications: Domain controllers, Microsoft Exchange Server 2007, Microsoft Office Communications Server 2007, Microsoft Office SharePoint Server 2007, Microsoft SQL Server 2005, BlackBerry servers, Microsoft ISA Server and Forefront Threat Management Gateway

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Zoeb Adenwala, CIO (Global)
EsseL Propack

EsseL Propack

Headquartered in Mumbai, India, EsseL Propack manufactures laminated and plastic tubes used in the packaging of oral care and personal care products, pharmaceuticals, food, cosmetics and industrial products. The organization's 2,000 employees are located in 13 countries and run 21 factories contributing to annual revenues of US\$300 million.

To reduce administration loads, cut costs and boost efficiencies, EsseL Propack opted to centralize its worldwide datacenters to a single center in Mumbai hosted by a service provider. "Previously, each business unit had its own computer room with power supplies and airconditioning," said Zoeb Adenwala, CIO (Global) at EsseL Propack. "We completed the migration to the Mumbai center in December."

By deploying VMware Infrastructure in this central datacenter, EsseL Propack has been able to remove 18 of 27 physical servers and is now using five blade servers to run a virtualized infrastructure comprising about 21 virtual machines, with a sixth blade server available for expansion. "Looking at the x86 platform, no-one except VMware had a good track record," said Adenwala. "Other players did not have proven technologies. We decided to go with VMware in June 2008 and went live within three months."

The Mumbai business of VMware Partner Avnet Technology Solutions helped prepare the initial design and performed the implementation for EsseL Propack.

EsseL Propack has now virtualized a suite of Microsoft applications and plans to use VMware to underpin an upgraded disaster recovery architecture later in 2009.

Results

- Achieved a server consolidation ratio of 4:1
- Saved US\$40,000 in procurement costs over a physical solution
- Increased average CPU utilization from 25-30% to 55-60%
- Reduced datacenter costs by 40%, including management and maintenance costs, power and cooling and real estate
- Provisioned new virtual servers in 10 minutes rather than wait four weeks to procure a new physical server
- Reduced required rack space from 1.5 racks to about half a rack



VMware, Inc. 3401 Hillview Ave., Palo Alto CA, 94304 USA Tel 877-486-9273 Fax 650-427-5001

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