



KEY HIGHLIGHTS

INDUSTRY TYPE: TECHNOLOGY

Your technology partner

CHALLENGE

Reduce the cost and labor required to manage a heterogeneous server environment, improve business continuity and CPU usage, and lower power, cooling and other datacenter costs.

SOLUTION

Implemented VMware virtualization to enable the business to cut costs, improve resource usage, reduce provisioning time, lessen the administration load and ensure business continuity for critical applications.

VMWARE AT WORK

VMware Infrastructure 3, featuring:

- ESX 3.5
- VMware VMotion
- VMware DRS
- VMware High Availability (HA)

VMware Server (branch offices)

VMware Workstation (test and lab environment)

DEPLOYMENT ENVIRONMENT

- ESX on 4 HP BL465c G5 blade servers with dual quad-core AMD Opteron 2100 MHz processors and 32GB RAM
- EMC AX150 and NetApp FAS2020 storage area networks
- Guest operating systems: Microsoft Windows Server 2003, Microsoft Windows Server 2008, Red Hat Enterprise Linux 5.2
- Applications: infrastructure (Windows services), business, test and development systems, intranet sites, Web-based applications for customer and internal use

"Amadeus is a technology leader in the travel and tourism industry and that extends to the internal systems we use. VMware is the leader in the virtualization space today and that is one of the reasons why we decided to align ourselves with the company."

Tony Carter
Vice President, Operations
Amadeus Asia Pacific

Amadeus Asia Ltd

Founded in 1987, Amadeus is the leading technology partner to the travel and tourism industry. The company's products and services are divided into four categories: distribution and content, sales and e-commerce, business management, and services and consulting. Its customers include airlines, hotels, car rental companies, railways, ferries, cruise lines, travel agencies and tour operators.

In Asia Pacific, Amadeus' regional headquarters is based in Bangkok, Thailand, where it has almost 250 employees, a datacenter and a 10-person IT team that services eight country offices around the region. Prior to 2006, the company's server infrastructure comprised around 50-plus machines from a range of vendors, making the environment complex, expensive and time-consuming to maintain. Amadeus also found it was not maximizing the use of resources on the servers and the setup itself did not fully support business continuity. As more servers were added to the datacenter, space became increasingly limited and power and cooling costs increased.

As a provider of cutting-edge innovation, Amadeus maintains a commitment to continually evolve internal systems as well as its customer solutions. The operations team recognized the need to adopt a virtualization approach to its server infrastructure. After evaluating a range of virtualization products, including open source solutions, Amadeus chose VMware Infrastructure 3 to consolidate the server infrastructure in its Bangkok office. "VMware offered the best solution to our issues," said Jean-Christophe Massot, IS Manager, Regional IIS Department, Amadeus Asia. "The software has a proven track record in our datacenters in Europe, so we could leverage expertise in France and Germany to help deploy the solution. VMware can also be easily integrated with other elements of our infrastructure."

In 2006, Amadeus engaged VMware Partner Whizzwork to implement VMware Infrastructure 3. At this time, Amadeus was among the first organizations in Thailand to complete a large-scale virtualization migration program. After the migration, the company now has 60 virtual machines on four physical servers, on which it runs business, test and development systems, intranet sites and Web applications used by airlines and travel agencies to process bookings and print e-receipts. It has also implemented a clustered backup and disaster recovery infrastructure based on VMware best practice that ensures high availability.

Amadeus will continue to roll out virtualization to its Asia Pacific branch offices. The company will also explore the use of VMware ESXi in branch offices, expand the use of VMotion to improve storage and adopt more best practices to manage the virtual environment.

Results

- Achieved ROI within one year by lowering maintenance expenses, reducing power and air conditioning use and avoiding the purchase of new physical hardware.
- Saved on datacenter expansion costs and freed rack space for other uses
- Reduced environmental footprint, meeting business objectives of being a green company
- Cut server provisioning time from 6-8 weeks to a few days, improving the business' ability to respond to requests for new site setups or server upgrades
- Achieved a server consolidation ratio of 15:1
- Enabled more memory and disk space to be quickly added
- Maximized CPU usage by automating resource allocation among virtual machines
- Lessened administration load on IT staff, enabling them to focus on higher value tasks
- Assured business continuity as virtual servers can be rebuilt faster than physical machines

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