



## Customer Snapshot

INDUSTRY

FOOD & BEVERAGE

“VMware and Intel deliver the innovation and performance we need to meet our ever-changing data center requirements. They’re really a great combination.”

**George Scangas**  
*Manager of IT Architecture, Welch’s*

### HIGHLIGHTS

#### CHALLENGE

Reduce server sprawl to avoid outgrowing existing data center

#### SOLUTION

VMware® and Intel technology create a flexible virtualization platform that can adjust to the needs of modern data centers

#### VMWARE AND INTEL AT WORK

VMware® Infrastructure 3 Enterprise, featuring:

- ESX Server
- Dell PowerEdge 2950, 6600, and 6650 servers with Intel Xeon Processors
- VirtualCenter 2
- VMotion™
- Distributed Resource Scheduler (DRS)
- High Availability (HA)

#### DEPLOYMENT ENVIRONMENT

- Guest operating systems: Windows 2003, Windows 2000, Windows NT, Linux Red Hat Enterprise
- Virtualized Applications: BEA Enterprise Portal, Kronos time management, Cognos business intelligence, WebMethods EDI environment, Citrix servers, SQL servers

## SQUEEZING EVERY LAST DROP FROM VIRTUALIZATION

Welch’s is the world’s leading marketer of Concord and Niagara-based grape products, with over 400 items ranging from refrigerated juices and sparkling juice cocktails to jams, jellies and more.

While the name Welch’s may conjure up images of grape farms, it could just as easily evoke images of server farms for members of the company’s IT department. “We rely on a substantial amount of technology to keep our production facilities rolling 24/7,” says George Scangas, manager of IT architecture for Welch’s. “That adds up to a lot of servers within our data center. Over the years, as the number of servers grew, we started to reach our power and cooling limits. We needed to find a better way to manage that growth or else we’d have to forklift our entire data center to a larger facility.”

For Welch’s, the VMware Infrastructure 3 virtualization solution running on Intel-based hardware was the ideal solution for their needs, allowing them to consolidate their servers by creating virtual machines. “We’ve long been an Intel shop, and we’re very comfortable using Intel technology,” says Scangas. “It was a no-brainer to use Intel as the platform of choice for our virtualization efforts. So far, the performance within our virtual environment has been outstanding—and very reliable, too. We recently refreshed our server environment with the latest and greatest Xeon boxes, and we’ll continue to look forward to the innovations Intel comes up with to support VMware’s virtualization solutions.”

### RESULTS

- Achieve 15:1 server consolidation ratio. “We’re able to run as many as 15 virtual machines on one of our ESX hosts,” says Scangas. “That kind of consolidation has helped us avoid having to move our data center, which would’ve been a costly and time consuming endeavor.”
- Attain 50-60 percent CPU utilization. “We’re regularly achieving 50-60 percent CPU utilization on our ESX hosts,” says Scangas. “That helps us really get the most usage out of our hardware.”
- Save \$300,000 in hardware costs. “Over a five year period, we’re on track to save \$300,000, in hardware costs alone,” says Scangas. “That’s not even counting cost-savings in areas like power and cooling.”

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Building the Foundation of Virtualization