



Manor Bakeries Cooks up Cost Savings and Efficiency Gains with VMware Virtual Infrastructure

VMware® Virtual Infrastructure Streamlines Management and Increases Utilization, Saves Manor Bakeries Approximately £150,000

RESULTS

- Hardware savings of approximately £150,000
- Reduced single points of failure & increased redundancy
- 1,000 users seamlessly moved to live virtual infrastructure
- 25:1 server consolidation

Finding the Right Ingredients to Prevent Server Proliferation

Manor Bakeries is the branded cake business within RHM (www.rhm.com), one of the largest food companies in the UK and Ireland. The packaged cake market accounts for more than £900 million of RHM's annual sales, making Manor Bakeries an important part of its consumer business. The company operates out of six locations around the UK, and produces a number of different brands including "Mr Kipling."

In order to cut long-term costs and simplify the management of its IT infrastructure, Manor Bakeries initiated a project to reduce the number of Intel®-based servers it was supporting. The company wanted to implement a large Cognos Business Intelligence suite alongside its Citrix MetaFrame and Microsoft® Windows® servers. The solution also needed to provide high availability with minimal service disruption to users.

"We wanted to control the proliferation of physical servers while we introduced Cognos, and to gain high availability without incurring high costs. By implementing IBM eServer xSeries servers and VMware software, we have avoided the cost of buying an additional 30 physical servers, and greatly increased our flexibility," explains Mike Ellerton, IT influencer and architect at Manor Bakeries.

Creating a Virtual Infrastructure is a Piece of Cake

For its virtual infrastructure initiative, Manor Bakeries initially implemented an 8-way IBM eServer xSeries 440 system running VMware ESX Server, and an IBM TotalStorage FASTT700 Storage Area Network (SAN).

"As far as we were concerned, IBM was first to the market with an Intel-based server that was powerful enough to support virtualization," comments Ellerton. "Additionally, the fact that we could get the server and the SAN from a single vendor was a powerful benefit."

Following its success with the x440, Manor Bakeries added an 8-way xSeries 445 and boosted the capacity of the SAN. At this point, the company began to work with Triangle, a VMware enterprise partner and IBM Premier Business Partner.

Mike Ellerton explains: "As the solution became more important to the business, we needed more specialized support and Triangle was an excellent fit. They knew both the IBM and VMware technologies very well, and their close relationship with both vendors meant that we got access to the right resources when we needed them."

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*Mike Ellerton
IT Influencer and Architect, Manor Bakeries*



VMWARE VIRTUAL INFRASTRUCTURE AT WORK

- VMware ESX Server, Virtual SMP, VMotion technology and VirtualCenter on IBM x440 and x445 8-way servers, each with 32GB RAM
- IBM FAScT700 SAN
- Guest operating systems: Microsoft® Windows® 2003, NT4 and Windows 2000
- Applications: Cognos, Citrix MetaFrame, Web services, IBM Workplace services, IBM Instant Messaging

The benefits to Manor Bakeries of moving to a virtual infrastructure include:

- **Time and cost savings.** Moving from 30 physical servers to just two has resulted in dramatically reduced systems administration time, simplified management and saved the company from the purchase of 30 new servers at a cost of approximately £150,000.
- **Reduced single points of failure.** Implementing a more stable, robust hardware platform that runs multiple virtual machines has enabled Manor Bakeries not only to reduce the number of single points of failure but also to build additional redundancy at each of these points.
- **Increased flexibility and utilization.** The VMware management tools VirtualCenter and VMotion™ technology allow Manor Bakeries to monitor its physical IT resources easily and move running virtual machines between servers with no interruption to end users. This ensures optimal performance and server utilization.

The Recipe for Success: Achieving High Availability

Each of the xSeries servers runs approximately 25 virtual machines, with all disk storage residing on the FAScT700. Previously, Manor Bakeries relied on local disks and tape drives in each physical server, so capacity was often underused, maintenance was time-consuming and there were multiple potential points of failure.

"In order to support our high availability initiative, we needed to move to a true enterprise-scale backup and recovery solution, and the IBM SAN has given us just that," said Ellerton. "We have reduced our backup windows significantly and we can now add capacity to servers without bringing them down."

Manor Bakeries is no longer hindered by having to monitor disk capacity on tens of individual servers, and can quickly allocate additional capacity to any live system. The SAN provides additional flexibility and redundancy, and enables optimal utilization of total storage capacity. The SAN ensures that the capacity of individual servers is no longer wasted and external units can now be shared with multiple hosts.

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