



“VMWARE has enabled us to realize our own private cloud, delivering excellent returns on investment and the guarantee of rapidity and flexibility of the virtual data center. The SAP ERP was also virtualized successfully. The huge savings in costs, time and resources amply demonstrate the effectiveness of VMware solutions for data center optimization.”

– Cristiano Fumagalli, Project Manager and System Architect, Head of Group Systems and Technologies

KEY HIGHLIGHTS

The Challenge

Minimize time to market for delivery of new systems, optimize the data center, guarantee high reliability, business continuity and disaster recovery. Maximize flexibility.

The Solution

VMware guarantees reliable and simple virtualization extended across the entire infrastructure, including SAP ERP.

Gruppo Mediaset

Mediaset is a telecommunications group that employs 5,800 people in Italy and Spain in free/pay TV media services and advertising.

After years of successfully managing its systems in the traditional manner with a heavy dependence on server outsourcing, in 2009 the company began to look at virtualization. The IT Systems Division introduced a platform at the Cologno Monzese (Mi) data center that has rapidly delivered the desired return on investments. With three main goals: to provide High Reliability, Business Continuity and Disaster Recovery for the data center.

The Capacity Planning, Planning and Design stages were all handled by VMware – in particular by VMware Professional Services - the virtualization solution chosen for its simplicity of use, reliability and integration capability. Meanwhile the delivery phase was managed by Gruppo Reti with the help of VMware consultants.

The first phase, lasting three months, saw the migration of 110 servers from physical to virtual machines. During a second phase of two months a further 120 servers were virtualized, including those hosting the SAP ERP system, a particularly complex structure with a high degree of personalization and no clusters. This second phase involved the collaboration of the outsourcer OTS.

Server virtualization involved around 35 people resulting in the creation of a private cloud within the company. Mediaset is now considering further projects to provide High Reliability, Business Continuity and Disaster Recovery for the data center and the solutions implemented.

Results

- Around 230 servers migrated from physical to virtual machines
- ROI achieved in six months
- Decommissioning of physical systems cut maintenance costs dramatically (especially spare parts for out-of-warranty machines)
- Mediaset recognizes the excellent time to market: the company can now add a server in less than 10 minutes compared with the previous 4/5 weeks
- Reorganization of the server management process
- Space optimization: 223 virtual machines reside on 8 Intel machines
- 60% of processing capacity currently used
- Dramatic electricity savings: from 205 to 100 Kw/h
- Data center air conditioning costs reduced as a consequence with greater efficiency
- Virtualization had no impact on users: no tests or certifications required
- SAP platform: the creation of a system template means that it takes just 10 minutes to add more power if needed

VMWARE VIRTUAL
INFRASTRUCTURE AT WORK

Implementation platform

- VMware vSphere 4.1 Enterprise Plus
- VMware SRM
- VMware AppSpeed
- VMware vCenter Capacity IQ
- VMware Consolidated Backup
- 8 HP Intel multicore machines
- VMWARE ESXi OS

“Besides the quality of the VMware virtualization solutions, I must stress the skills and expertise of VMware Professional Services who, together with our partner and outsourcer, helped us to successfully complete major projects that deliver a real return on investments.”

– Cristiano Fumagalli, Project Manager and System Architect, Head of Group Systems and Technologies

- SAP platform: night time job chains that previously took nine hours now take two. The machines work better and have greater processing capacity
- SAP platform: ERP is now High Reliability, despite the high degree of personalization and lack of clusters. Just 4 machines are needed instead of 8 dedicated SAP servers
- Oracle database virtualized. It now performs snapshots each night and guarantees SAP ERP continuity
- The response times of the virtual machines is comparable to that of the physical machines with improved performance due to reduced latency
- Mediaset says the components VMware AppSpeed and vCenter Capacity IQ (tested in a trial version) provide excellent management and monitoring of the virtual enterprise infrastructure
- These results have encouraged Mediaset to look at further applications of virtualization for the future

