

“Together, VMware and Intel have given us a virtualization solution that helps us contain server sprawl and reclaim data center space. You can’t help but be impressed with how well it works, really.”

David King

Associate Director Shared Technology Services  
EMEA, OmnicomMediaGroup

## HIGHLIGHTS

### CHALLENGE

Finite space within data center requires new approach to IT infrastructure

### SOLUTION

VMware and Intel technology create a virtual infrastructure that reduces data center footprint and lessens IT costs.

### VMWARE AND INTEL AT WORK

VMware® Infrastructure 3.5 Enterprise, featuring:

- ESX Server 3.5
  - Dell 2950 servers with Intel Xeon processors attached to EMC CX-340 SAN with 24TB storage
- VirtualCenter 2.5
- VMotion
- Distributed Resource Scheduler (DRS)
- High Availability (HA)

### DEPLOYMENT ENVIRONMENT

- Guest operating systems: Windows 2000, Windows 2003, Windows XP
- Virtualized Applications: Cognos, Citrix, SQL, Domain Controller, FTP

## OmnicomMediaGroup Avoids Data Center Crunch with Virtualization

OmnicomMediaGroup (OMG) is the media services division of Omnicom Group Inc. (NYSE: OMC), the leading global advertising, marketing and corporate communications company, providing services to over 5,000 clients in more than 100 countries.

The EMEA division of OmnicomMediaGroup found itself faced with a classic challenge: they were running out of space and power in their data center. “We had an increasing requirement for an increasing number of servers that we needed to deploy, but we didn’t have the rack space to do it,” says David King, Associate Director of Shared Technology Services for OMG’s EMEA division. “Other groups within Omnicom had experience with the VMware platform, and we agreed that it was the best choice for our own virtualization efforts—it was by far the most stable and mature product on the market.”

The VMware Infrastructure 3 solution helped OMG’s EMEA division take their existing physical servers and consolidate many of them onto ESX hypervisors running on Intel-based hardware. “Intel technology is proven and tested, and their chips keep getting quicker and quicker,” says King. “The way VMware and Intel work together is impressive—there’s a high degree of communication between the two so that there are no bugs and the virtualization just ‘works’ – straight out of the box!”

In a very short amount of time, OMG went from having zero virtual machines, to having 19 virtual machines up and running. “I think that in itself is a testament to the effectiveness of the solutions that VMware and Intel are putting out,” says King.

## RESULTS

- Reduce data center footprint by 33 percent. “We’re down to only three racks in our data center,” says King. “In the future, we plan to deploy additional ESX hypervisors and try to get down to two racks.”
  - Avoid \$100,000 in hardware costs. “In our first year, we’ve avoided about \$100,000 in hardware costs from not having to purchase physical servers,” says King. “Using the VMware calculator then over a three year period, we’re slated to save
- closer to \$400,000 when additional costs like time and effort taken in provisioning, and then maintenance, energy and cooling are factored in.”