ADWAYS

VMware SDDC Architecture Gives Adways the Flexibility to Accelerate Global Growth

Adways Inc. runs a diverse and fast-growing portfolio of Internet businesses. To ensure its IT architecture is flexible and responsive enough to support the company's further expansion, Adways recently implemented a VMware-designed software-defined data centre (SDDC) architecture.

SECTOR
Internet services

LOCATION
Tokyo, Japan

KEY CHALLENGES
- Create a scalable IT infrastructure that can accommodate the business's rapid growth
- Enable integrated global management of IT infrastructure (both external and internal)
- Reduce costs and man-hours associated with system maintenance

SOLUTION
- VMware vCloud Suite infrastructure as a service, including network and storage virtualization
- Software-defined data centre (SDDC) enables IT infrastructure to adapt to business growth

BUSINESS BENEFITS
- Deployment time for new servers shortened from one month to under one hour
- Self-service resource provisioning has reduced IT department workload by half
- Costs reduced by two thirds
- Ability to respond quickly to new business needs

VMWARE FOOTPRINT
- VMware vCloud Suite
  - VMware vSphere
  - VMware vCloud Director
  - VMware vCloud Networking and Security
  - VMware vCenter Operations Management Suite
- VMware Professional Services

Greater Flexibility the Key to Growth

Since it was founded in 2001, Adways Inc. has continuously expanded, diversifying into such varied fields as PC and mobile affiliate advertising and content creation. Services delivered over the Internet are a core component of its offering, and so the company needed an IT infrastructure that can be reconfigured and scaled up rapidly and flexibly as its business grows and evolves.

"We keep expanding our IT infrastructure as our business grows; we launch two to three new mobile services every month," says Masayuki Ito, Chief Systems Engineer in the Information Systems Unit of Adways' Development Group. "For example, in 2012 we added 50 new servers in the month of August alone. That was equal to the total number of new servers deployed in the whole of 2011, so the strain on our resources was immense – we urgently needed to find an easier way of scaling up our server resources."

After careful evaluation of the alternatives, Adways concluded that infrastructure virtualization with VMware technology was the best way to achieve this goal. As Ito explains, "Compared to competitor products, we ascertained that VMware had a superior track record, with storage performance up to six times better, and markedly better availability."

The new infrastructure had its first test soon after it was installed. "Our new mobile service received great reviews. It got almost six million logins a day, while our original expectation was just 400,000," says Ito. "But despite this unexpected situation, we were able to scale up our infrastructure quickly to meet the extra demand without any service outage. We would not have managed this without the VMware virtual infrastructure."

Flexibility and scalability were not the only benefits of infrastructure virtualization though. It also enabled Adways to optimise usage of its server resources, improve fault tolerance, and reduce the man-hours needed for maintenance tasks. As Ito highlights, "We still needed to make an initial expenditure, but we were able to reduce total cost to just one third of what we used to pay."

Virtualization Supports Globalisation

The results of this server virtualization far exceeded Adways' expectations, and this encouraged it to take the next step towards truly global IT. The company already has 19 offices across 10 countries, and continues to expand rapidly. To support this growth, it needed to rethink how it provisioned its IT infrastructure, as Tatsumoto Sato, Head of the Information Systems Unit, explains.

"If our businesses are to keep growing globally, we will need an infrastructure, that enables us to respond more or less instantaneously to the needs of the market,

Masayuki Ito
Chief Systems Engineer,
Information Systems Unit,
Development Group,
Adways Inc.

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> *"Our software-defined data centre based on VMware vCloud Suite is indispensable to the global growth of our business. We now have a proactive IT infrastructure that is extremely flexible and responsive."*
>
> **Masayuki Ito**
> Adways Inc.

Tatsumoto Sato
Head of Information Systems Unit,
Development Group,
Adways Inc.

Naoki Kanaya
Information Systems Unit,
Development Group,
Adways Inc.

CUSTOMER PROFILE

Established in February 2001, Adways Inc. is a global Internet company which provides various online services such as affiliate advertising, mobile content, social games and smartphone in-app advertising. In June 2006, it was listed on the Mothers section of the Tokyo Stock Exchange, and it now has 19 offices in 10 countries in Asia and North America.

and can be used on a self-service basis by our various locations," he says. "We came to the conclusion that a software-defined data centre (SDDC) architecture based on the VMware vCloud Suite was the best way to meet these requirements. This goes beyond mere server virtualization to virtualize all the resources of the data centre, massively improving business agility."

The company is now using VMware vCloud Suite across all of its offices around the world.

Proactive Infrastructure Based on Self-Service Resource Provisioning

"In the old days, bringing a new server online involved many different tasks – agreeing the specifications, getting internal sign-offs, buying the hardware, installing the operating system and so on," says Ito. "The whole process could easily take a month or more. But since we implemented vCloud Suite, we can deploy a new server within just one hour. As remote locations can now simply choose the resources they need from a self-service portal, our IT workload was reduced by half."

Further cost savings will be achieved in the area of cloud infrastructure. According to Ito, the company is currently using public cloud services, at a cost of several million Japanese yen per month for each location. But now, with VMware vCloud Suite, it will soon be able to migrate to a private cloud environment which is much cheaper to run.

The roll-out of the new solution was greatly eased by VMware's vCloud Plan and Design Service. "The company-wide deployment of vCloud Suite was technically very challenging, but thanks to the expert assistance of VMware Professional Services we were able to complete it in a very short time," says Ito.

With vCloud Suite in place, Adways essentially has on-demand infrastructure to meet its ever-evolving needs. "One of the best things about vCloud Suite is how easy it makes it to migrate system environments or set up new ones," says Naoki Kanaya of the Information Systems Unit. "This is especially useful when we open new offices overseas, or if we ever need to relocate our data centre. After 10 years, the previous system was reaching the natural end of its life cycle – but with vCloud Suite, we now have an infrastructure that enables us to meet the challenges of the future with confidence."
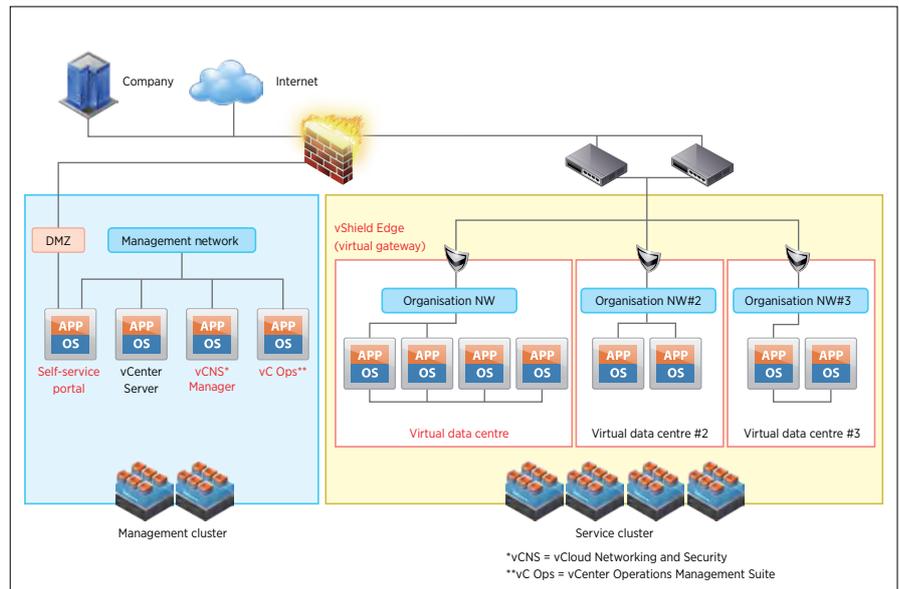

Figure 1: IT infrastructure of Adways Inc., based on an SDDC architecture with vCloud Suite

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