



Machine manufacturer cuts power consumption by approximately 30 per cent with virtualized Dell infrastructure

- Data consolidation and management
- Green efficiency
- Virtualization



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Peter Ruttko, Network and Server Systems Administrator, Hennecke

Customer profile

Company:	Hennecke
Industry:	Manufacturing
Country:	Germany
Employees:	380
Website:	www.hennecke.com

Business need

Machine manufacturer Hennecke wanted to boost enterprise efficiency but was constrained by its IT infrastructure.

Solution

Guided by Dell consultants, the IT team chose virtualized Dell servers and Dell/EMC centralised storage.



Benefits

- Project completed faster with single end-to-end provider
- Power consumption cut by approximately 30 per cent
- Customer service improved due to increased uptime
- Maintenance time reduced by around 50 per cent
- Availability maximised with ProSupport for IT

Medium-sized companies can all too easily become caught up in IT complexity as they add systems to keep up with demands for processing power and storage. Virtualization is the ideal way for these companies to simplify IT and make the datacentre a driver for enterprise efficiency.

“Thanks to our virtualized Dell PowerEdge servers ... and Intel® Xeon® Processors 5520, we have reduced our server count by one third, cutting power consumption by approximately 30 per cent.”

Peter Ruttko, Network and Server Systems Administrator, Hennecke

Based in Sankt Augustin near Bonn, Hennecke is a world leader in processing equipment for polyurethane, a highly versatile plastic. The company is renowned for its technological innovation and wanted to reflect this by creating a modern and environmentally sustainable IT infrastructure. It had accumulated 15 servers, which were expensive and time-consuming to run. What’s more, Hennecke’s storage solution, based on direct-attached storage arrays, was unreliable, difficult to manage and had insufficient capacity.

Peter Ruttko, Network and Server Systems Administrator at Hennecke, knew that virtualized servers and centralised storage would help solve the challenges. The company issued an invitation to tender and shortlisted four vendors, including Dell, which had served Hennecke well with desktops and laptops for a number of years. Ruttko and his team immediately realised that Dell offered a clear advantage. “Out of the four providers that tendered for our virtualization solution, only Dell was capable of delivering the whole solution. As such, we would avoid having to deal with multiple companies and therefore complete the project more quickly. We’re a medium-sized business with a small IT team, so this was an attractive proposition for us,” he says.

Dell WADI methodology helps determine optimum solution

Dell consultants organised a workshop at Hennecke’s premises to assess the company’s needs and design a solution to support the company for at least

three years. The session, part of Dell’s Workshop, Assessment, Design & Implementation (WADI) methodology, convinced Hennecke to work with Dell. Says Ruttko: “As part of the Dell workshop, assessment and design process, our Dell Account Manager brought in a technical expert who worked with us to define the best solution. This was great, because although we knew what outcome we wanted, we were unfamiliar with virtualization technology. Dell’s consultant helped ensure that we chose the right infrastructure.”

Technology in practice

Services

Dell ProConsult
– Workshop, Assessment, Design & Implementation (WADI)

Dell ProSupport for IT
– Mission Critical option

Hardware

Dell™ PowerEdge™ R710 servers with Intel® Xeon® Processors 5520

Dell AX4-5I storage array

Dell PowerConnect™ 6224F switches

Software

VMware® vSphere™ 4 Essentials
– VMware ESX server software

VMware vCenter™ Server

Power consumption cut
by around 30 per cent

Maintenance time cut by
around 50 per cent



Advised by Dell's consultant, the IT team opted for two Dell™ PowerEdge™ R710 servers with Intel® Xeon® Processors 5520. The R710 is built with increased memory capacity, making it ideal for scalability and virtualization performance, which is what Hennecke wanted. The company chose to virtualize the servers with cost-effective VMware® vSphere™ 4 Essentials software, designed especially for IT environments with fewer than 20 servers. For storage, the IT team decided on a Dell AX4-51 storage array, which would connect the servers via iSCSI. The company added Dell PowerConnect™ 6224F switches to complete the infrastructure. Dell's consultants implemented the solution in just four days.

Energy consumption cut by approximately 30 per cent

Hennecke opted for a gradual migration, initially transferring seven of its 15 existing servers to the two virtualized Dell PowerEdge servers and reducing the number of machines in its datacentre by 33 per cent. "Thanks to our virtualized Dell PowerEdge servers with Energy Smart technology and Intel® Xeon® Processors 5520, we have reduced our server count by one third, cutting power consumption by approximately 30 per cent. This is important, not just because it lowers our costs, but because it strengthens our standing as an environmentally aware manufacturer," says Ruttko.

The PowerEdge R710 is built with Energy Smart technologies that are designed to reduce power

consumption while increasing performance. These include efficient supply units and thermal management tools. Also, the Intel® Processor 5500 series uses Intel® Intelligent Power Technology, which automatically puts servers into the lowest available power state while maintaining performance. Together, these technologies help Hennecke minimise power consumption.

Customer service improved due to increased uptime

Thanks to its Dell virtualization solution, the company has reduced disruptions due to unscheduled downtime. VMware vSphere 4 Essentials with VMware ESX server software provides automatic failover for the seven virtual machines running on the PowerEdge R710 hosts. And the Dell AX4-51 storage array provides centralised storage that supports virtualization and helps reduce downtime further. Says Ruttko: "Our virtualized Dell infrastructure is much more reliable than our previous environment. This helps us protect the continuity of operations, which means we can serve our customers better."

With more uptime, employees can react quickly to changing customer needs. Meanwhile, the IT team can respond to business growth faster by provisioning virtual servers in minutes, using templates in VMware vCenter™ Server for Essentials. For example, when Hennecke needed two new web servers for its sales and finance function, the IT team had the virtual machines ready with just a few clicks of a mouse.

"Our Dell virtualization solution enables us to run our entire infrastructure from a single console. As a result, we save around 50 per cent on routine maintenance."

Peter Ruttko, Network and Server Systems Administrator, Hennecke

This is a vast improvement compared to previously, when it took the team weeks to order and configure new physical machines. Also, the team no longer has to worry about running out of storage capacity to support Hennecke's operations because the Dell array can be expanded by around 60 hard drives and will provide storage for up to 64 servers.

Maintenance time reduced by around 50 per cent

VMware vCenter Server helps the IT team run its virtualized Dell infrastructure more efficiently, thanks to centralised management and performance monitoring. Functions such as task scheduling and alerts are automated, so the IT team can work proactively to prevent any issues. For example, the IT team is alerted whenever it needs to allocate additional resources to a server. "Our Dell virtualization solution enables us to run our entire infrastructure from a single console. As a result, we save around 50 per cent on routine maintenance, which means that we

don't have to do as much overtime and have more resources available for strategic tasks such as developing new applications and supporting end users," Ruttka explains.

Availability maximised with ProSupport for IT

The IT team chose to protect the infrastructure with Dell ProSupport for IT Mission Critical option. This means that Hennecke can rely on immediate telephone assistance from Dell 24/7, as well as on-site service within four hours, if required. In this way, Hennecke maximises the availability of its solution. Says Ruttka: "So far, we have had no issues with our virtualized Dell infrastructure, but it's reassuring to know that we have access to support at any time. We have complete confidence in Dell and really feel that we're in safe hands."

For more information go to:
dell.com/casestudies/emea and
dell.de/casestudies

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Peter Ruttka, Network and Server Systems Administrator, Hennecke



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