SOLUTION BRIEF
Intel® Xeon® processor 5600 series
Cloud Computing

Keeping Ahead of the Cloud

CANCOM delivers application virtualization services ahead of the competition

A Gold Intel® Technology Provider Program member, CANCOM designs, implements and managed IT services that help enhance its customers' competitive edge.

CHALLENGES

- **Demonstrate expertise.** Show customers strong commitment to delivering compelling cloud services
- **Expand offerings.** Give customers a wider choice of solution and consulting services, including those based on Cloud infrastructure
- **Lead the way.** Create solid platform for CANCOM's own business applications as well as its customers'

SOLUTIONS

- **Build on success.** Popular Application Hosting Platform* (AHP*) was enhanced to support virtualization, creating the AHP Private Cloud*
- **Processing power.** New solution built on servers powered by Intel® Xeon® processor 5600 series

Results

- **AL-KO Kober.** Application servers were consolidated onto the AHP Private Cloud, giving 2,000 users easy access to essential software

Looking to the cloud

Having offered a hosted application service to its customers for nearly 10 years, CANCOM was excited by the potential enhancements cloud computing could offer. It recognized that with increased virtualization capabilities, its Application Hosting Platform (AHP) could become the AHP Private Cloud, an entirely new proposition for its customers.

Carsten Pavlovits, Manager Solution Sales – System Solutions, CANCOM, explains: "We realized that cloud computing was not just hype but rather a change in the way of computing. CANCOM therefore began to focus on this emerging trend early, and designed our portfolio around it. We were already well known for our client and server expertise, however the first mover advantage in the cloud made us even more competitive."

Besides developing a solution for its customers, CANCOM planned to use the new cloud offering for its own IT environment, to demonstrate its faith in and commitment to the technology. "By doing it ourselves first, we knew we'd then have a much stronger position from which to provide our customers with valuable insights and consultancy about their own deployments," says Pavlovits.

Solid foundations

Eager to ensure its new offering was based on the most appropriate platform, CANCOM chose to deploy HP ProLiant* DL380 G6 servers powered by the latest generation of Intel Xeon processor – beginning with the Intel® Xeon® processor 5500 series and soon upgrading to the Intel Xeon processor 5600 series when it was subsequently released.

"We have a longstanding relationship with Intel. We're a Gold member of the Intel® Technology Provider Program and almost all of our IT environment is based on Intel® architecture," comments Pavlovits. "So, it was a simple decision for us to make use of this technology in this solution. We knew that only Intel would be able to deliver the energy efficiency, performance and long-term stability that we required. In addition to this, virtualization was to play a crucial role in this new platform, so a processor with the power to support the consolidation of multiple applications and heavy workloads was essential."

This platform now supports the AHP Private Cloud, a multi-tenancy desktop delivery infrastructure that offers over 50 standard applications over a hypervisor such as VMware*, from Microsoft Office* to supply chain, enterprise resource planning (ERP) and HR software. Specific applications can be added depending on individual customer requirements. Users can choose to use the service on a pay-as-you-go basis, or as a managed service with a monthly fee.

"The platform is designed to support over 100,000 users and is aimed mainly at organizations with more than 1,000 users," explains Pavlovits. "It's the ability to effectively and efficiently handle a wide range of applications at once that appeals to them." Interest in the solution has been strong and many of CANCOM's customers are already reaping the benefits.

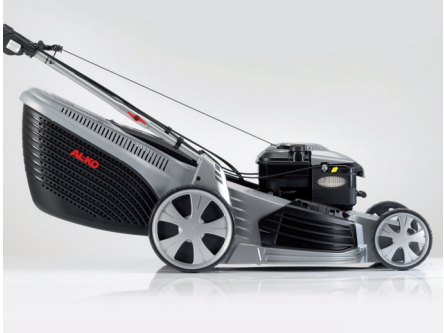
AL-KO Kober AG

A manufacturer of components used in the automotive, commercial and leisure industries, AL-KO's application servers were spread across Europe. It needed to modernize and consolidate its IT environment and chose to do so by migrating its applications to CANCOM's AHP Private Cloud.

Its application servers were virtualized using VMware as well as communication infrastructures such as Microsoft Exchange* and Active Directory*. These are now all accessed by employees worldwide using the AHP Private Cloud. Overall, approximately 2,000 users and over 100 applications are supported.

Raymod Kober is Chairman of AL-KO, and he explains the benefit that the new solution has delivered to his business: "The introduction of the CANCOM AHP Private Cloud allowed us to reduce our IT operating costs by up to 35 percent. In some cases new locations or companies can be tied into the system in just one weekend, which used to take several weeks. Even our IT employees are now highly motivated as they were able to take on more challenging duties in the computer center after being retrained. Implementing the CANCOM AHP Private Cloud and capitalizing on the expertise of the CANCOM staff was a sound decision."

Christian Oberlander, Vice President IT-Infrastructure, AL-KO KOBER AG, adds: "The AHP Private Cloud gives us advantages in the IT organization as well as an enhanced user experience. Through the AHP we are able to roll out system and application patches and releases worldwide, multilingually, quickly and reliably - within a few minutes. Our mobile workers especially appreciate the opportunities to securely access their work environment with their own mobile devices from anywhere."



Spotlight on CANCOM

CANCOM is an IT architect, system integrator, and managed services provider, specializing in designing IT environments to enhance its customers' competitive edge. It is one of Germany's top three manufacturer-independent system houses for IT, with more than 2,100 employees and 30 sites across Germany and Austria.

Growing success

These customer successes validate CANCOM's strategy of building services based on the cloud, and have positioned it well ahead of competitors who have not yet developed such offerings. As its customer base for the AHP Private Cloud grows, the organization is not only able to access new revenue streams, but can also encourage greater loyalty among existing customers, thanks to the wider range of IT services and consultancy that it can offer.

"Our collaboration with Intel and ongoing use of the Intel Xeon processor family in the platform have contributed significantly to the high quality and success of the AHP Private Cloud," concludes Pavlovits. "We plan to continue working with Intel on other projects, and are currently investigating the possibility of offering our customers a remote management service based on Intel® Core™ vPro™ processor technology."

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