

Entertainment company integrates over 1,000 customized racks in one year

Intel® Xeon® processors deliver exceptional performance and scalability.



CHALLENGES

- Hyper-scaling environment
- Need to build and deploy hundreds of racks of servers in a short time frame
- Need for highly customized, fully integrated racks

SOLUTIONS

- Teamed with Redapt, which delivered the hardware and helped configure and deploy the solution designed by the entertainment company
- Integrated nearly 1,000 customized racks based on fully populated dual-socket servers based on Intel® Xeon® E5620 processors



“The Intel® Xeon® E5620s offered more horsepower and performed better than anything else that was considered.”

—Matt Huff
VP Business Development
Redapt

Unprecedented growth presents challenges

The entertainment business—particularly online gaming—is booming. For one of the world’s leading entertainment companies, the unprecedented growth presented challenges, as the company had to rapidly build its IT infrastructure from scratch to keep pace with the massive influx of new users.

For help, the entertainment company turned to Redapt, a full-service IT data center solutions company. Redapt operates fully staffed merge centers around the world, which enable the company to quickly deliver highly customized, integrated racks of servers with low shipping costs.

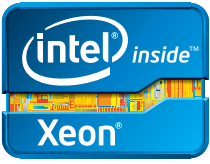
Those capabilities and more gave the entertainment company assurance that it could have nearly a thousand racks of servers integrated in an extremely short time frame in order to keep its business ahead of the demand.

Redapt works with partners to implement best solution

The entertainment company designed the solution. Redapt’s role was to deliver the hardware, help configure and deploy the solution, and offer first-call support—all on an extremely aggressive time line.

For assistance, Redapt engaged with Dell and Intel to provide pre-sale resources and technology specifications to the end user. Product evaluations, engineering discussions, and logistical management were integral to the project.

Intel engineers discussed the technical aspects of the solution with representatives from the entertainment company. “We like to have Intel engineers talk to customers because they provide a very informed, impartial, and analytical voice in the conversation,” said Matt Huff, Redapt’s vice president of business development.



Intel® Xeon®-based servers provide great performance

The entertainment company eventually chose to implement a large-scale hybrid cloud deployment that can be managed from a single pane of glass. The underlying architecture is supported by Intel Xeon E5620 processors, which were selected for their compute performance and ability to help maximize server density in rapidly growing environments.

“The Intel Xeon E5620s offered more horsepower and performed better than anything else that was considered,” said Huff.

Redapt customizes, delivers nearly 1,000 racks in one year

Once the entertainment company identified the solution needed, Redapt quickly turned to production. In one year, Redapt set up and delivered over 1,000 racks, which included securing two facilities, customizing for server deployments, and finding and training staff.

The entertainment company can now conduct testing and development in the public space, which reduces capital expenditures. When it makes sense to add to its internal infrastructure, the company can do so quickly and with confidence, knowing that workloads can be shifted back and forth automatically, as the customer base scales or reduces.

“Having our merge centers around the world gives us a distinct advantage,” said Huff. “We now have full-time project managers dedicated to this account who ensure fast delivery from the merge centers, and are responsible for vendor tracking, payment processing, compatibility, and more. It’s a seamless relationship that has grown into a partnership.”

Simplifying the move to the cloud

The entertainment company continues to grow at a rapid rate, and Redapt helps the company keep pace by continuing to quickly set up and deliver new racks.

Redapt’s strength is listening to customers’ needs and responding quickly—whether the need is for a super-charged solution to power one of the world’s busiest casual gaming companies, or to help banks, hospitals, retailers, and other clients design and implement customized cloud solutions.

Contact Redapt today to discuss your IT challenges and see how Redapt, with the help of its merge centers worldwide, can help you achieve the results you need, with solutions powered by Intel® Xeon® technology. Call Redapt at 888-800-5633.

ABOUT REDAPT

Redapt, a minority-owned company established in 1996, designs, configures, and deploys private cloud infrastructure for some of the world’s largest hybrid clouds. The company’s reference architecture is purpose built for flexibility, and designed to scale in a modular fashion to meet the demands of business clients.

Redapt’s turnkey, multicloud management platform offers customers the ability to manage their public cloud resources along with their Redapt Cloud racks through a single pane of glass. This hybrid capability allows customers to take advantage of public cloud economics while maintaining the performance and security benefits of a private cloud.



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