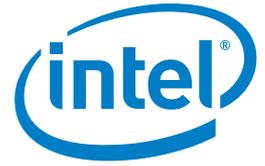


SOLUTION BRIEF

Intel® Xeon® processor 5600 series
IT Hosting Services



Virtualized platform helps hosting services provider cut costs, improve performance

HP BladeSystem* platform based on Intel® Xeon® processors provides room to grow



The Ergonomic
GROUP

"Intel has the best technology, the best innovation, and the best TCO. We really believe it's the best and safest bet for businesses moving forward."

—Steve Powers
Account Manager
The Ergonomic Group

CHALLENGES

- Increasing customer demands for energy-efficient, cost-effective hosting solutions
- Existing Oracle/Sun infrastructure unable to meet customer performance needs
- Need to reduce high costs and hassles of server management

SOLUTIONS

- Teamed with The Ergonomic Group (EGI) for infrastructure recommendations and ongoing data center support
- Virtualized environment with HP BladeSystem platform that includes 60 HP ProLiant* BL460c G7 servers based on the Intel® Xeon® processor 5600 series
- Improved data center performance, simplified server management, lowered cooling costs, and experienced fourfold reduction in average number of physical servers required

New architecture needed to meet customer demands

More and more companies, of all sizes, are looking to outsource their IT operations to hosting services providers like Core Services. Those customers are also placing greater-than-ever demands on providers—for lower costs, "greener" facilities, and better overall service and performance.

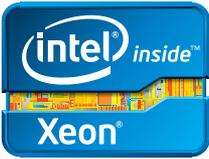
Core Services recognized that its existing architecture wasn't meeting its customers' demands, so the company turned to IT solutions provider EGI for assistance. The engagement began with an assessment of Core Services' current and future needs.

"We sat down with them and mapped where they were right then, as well as where they wanted to be in the near future," said EGI account manager Steve Powers. "Based on that, we were able to develop a roadmap for them that would help them grow their customer base and be more responsive for years to come."

New platform built for growth

After conducting a thorough infrastructure assessment, EGI recommended that Core Services replace its existing Oracle/Sun infrastructure with an HP Converged Infrastructure* that could improve application performance and deliver better services to meet increased service-level commitments. This migration also resulted in a shift from the RISC-based systems to Intel Xeon processors.

The new, virtualized environment features an HP BladeSystem platform that includes 60 HP ProLiant BL460c G7 servers based on the Intel Xeon processor 5600 series. Along with providing outstanding performance and scalability, the Intel Xeon processors support VMware vMotion* technology, which enables Core Services to perform live migrations with zero downtime.



New platform reduces physical servers required fourfold

Replacing the AMD and SPARC servers with Intel Xeon-based systems enabled Core Services to maintain their data center temperature at 77 degrees Fahrenheit—up from 66 degrees with the previous systems—resulting in significant power and cooling savings.

Powers said recommending the move to Intel Xeon processor-based technology was an easy call. “Intel has the best technology, the best innovation, and the best TCO. We really believe it’s the best and safest bet for businesses moving forward,” he said.

Better performance, lower costs

The new platform provides Core Services with an average fourfold reduction in the number of physical servers required. In addition, moving to a uniform architecture helped the company support hardware failover scenarios.

“The new infrastructure has resulted in faster performance due to the faster chips, savings in cooling due to better cooling technology, and an overall improvement in performance that provides a catalyst for growth,” said Bimal Doshi, VP of operations for Core Services.

Additional features of the solution have enabled Core Services to greatly simplify server management, in part through HP Integrated Lights-Out* remote

management software, which makes it easier for administrators and customers to provision servers and troubleshoot problems. Another feature in the new platform, HP Virtual Connect*, allows Core Services to add, remove, or change servers in minutes.

Moving forward with confidence

EGI continues to provide technical support and guidance to Core Services, and Powers said he expects the partnership to continue to evolve and expand.

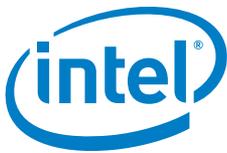
“What we offer is a unique combination of people, resources, and industry expertise,” he said. “We provide the technical resources to answer any questions around servers, storage, networking, or virtualization, and we build relationships that are designed to last with companies like Core Services.”

Doshi agreed. “EGI is very quick in responding to RFP questions, providing assistance with technical architecture design issues, and providing additional software install services,” he said. “They’ve exceeded expectations.”

Contact EGI today to discuss your IT challenges and how EGI can help you achieve the results you need, with solutions powered by Intel® Xeon® processors. Visit www.ergogroup.com for more information.

ABOUT THE ERGONOMIC GROUP

The Ergonomic Group (EGI) is an IT solutions provider that delivers high-performance, cost-effective computing solutions that span from the desktop to the data center to mobile computing endpoints. EGI uses three decades of expertise and the industry’s leading technologies to help customers achieve lasting business advantage.



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