



Case Study

Dual-Core Intel®
Xeon® Processors
Intel® Enabled Server
Acceleration Alliance



“A lot of hardware partners say that virtualization is the catalyst for new hardware sales. A lot of customers are facing power cooling or capacity issues. Virtualization becomes a catalyst for these partners who say, ‘we can solve those problems but at the same time we can refresh your hardware infrastructure.’ It’s a win-win for the customer as well as the ESAA partners.”

Brian Byun
VP Global Partners
VMware

Virtualization Solutions Get to Market Faster

The Intel® Enabled Server Acceleration Alliance (Intel® ESAA) helps local OEMs and resellers compete as leading edge solution providers worldwide.

A recent virtualization deployment in Germany demonstrates the power of alliance by enabling OEMs and resellers in highly competitive markets to provide exemplary service to their customers. In turn, these service providers are taking advantage of the significant cost-savings, efficiency, and security enhancements made possible by the latest technologies and applications. The powerful benefits of the Intel® ESAA program include providing a certified path for solution deployment.

Challenge

- Seamless integration of multi-vendor hardware and software products
- Providing a server solution with reliable uptime and resiliency
- Reducing costs of sales and engineering lead time
- Achieving new revenue opportunities with existing resource base

Solution

- Intel ESAA recipes focused on virtualization technology and multicore processing utilized to significantly increase capability and reliability, providing a path for certified, integrated server solution
- Direct access to key ISVs offering the latest in virtualization technology
- End-user benefits of Intel ESAA solution become consulting and sales advantage
- Localized Intel ESAA sales collateral effectively communicates benefits to end user

Providing a Complete Solution Stack

Intel, VMware, MAXDATA, and Insigma were the key players in this alliance story, one that brought substantial, measurable benefits to all involved. MAXDATA, an OEM conducting business throughout Europe and headquartered in Marl, Germany, manufactures innovative built-to-order notebooks, desktops, and servers, as well as providing end-to-end consultative services and support. Insigma is a solutions provider doing business in Germany and Poland whose core areas of expertise include Web-based software development, international customer service, technology solutions for the automotive industry, and IT consulting and hosting for client/server architectures. VMware is the developer of the leading virtualization software for industry-standard desktops and servers. And Intel's new multicore processors are changing the face of enterprise computing.

MAXDATA used pre-tested and validated server solution “recipes” provided through Intel ESAA to get virtualization technologies to market faster. When Insigma found itself facing increased demands on hardware, and rising maintenance and service costs for a large server bank, it turned to MAXDATA to optimize its infrastructure. After a condensed, but intensive, period of consulting, MAXDATA was able to offer a solution based on the newest Dual-Core Intel® Xeon® processors and VMware’s virtualization application, housed on MAXDATA servers. Testing and training onsite at Insigma allowed deployment to happen quickly and efficiently, with Insigma experiencing no problems related to compatibility in their heterogeneous infrastructure and staff technologists needing very little ramp time.

Optimizing Infrastructures through Virtualization

Virtualization software is enabling companies to run more applications on fewer servers and support flexible on-demand usage scenarios. VMware’s virtualization application lets Insigma rely on fewer high-performance Intel Xeon-based servers while delivering optimized uptime. Intel furthers the benefits of virtualization through new dual-core and quad-core server platforms, allowing for space-saving density. The benefits are evident not only in cost savings, reduced maintenance, and the flexibility to enhance service offerings, but also in improved disaster recovery, clustering, and load balancing. With VMware, Insigma can easily “copy” data from one server to another, making troubleshooting and emergency recovery simpler and less disruptive.


MAXDATA has been able to expand their business because of certified offerings made available through the Intel ESAA program. Says MAXDATA’s Silvio Weber, “The alliance is a very good solution for MAXDATA, because the certification process, the recipes, are very easy to implement and we are able to have the same certification and the same solutions, as the big OEMs, in a lot less time.” Most importantly, Intel ESAA has helped MAXDATA shift

from a “box seller” to a full solution provider—and its customers are realizing the benefits. Insigma credits MAXDATA with expert consulting and planning, efficient deployment, and on-demand support. Insigma chose MAXDATA, a trusted local provider offering customized solutions based on Insigma’s immediate needs, and got industry-leading technology backed by Intel certification and based on pre-tested solutions. The result? Insigma has been able to focus on software development and innovation and increase software revenues, freed from time- and cost-intensive investment in its basic server configuration.

A Recipe for Success

Intel ESAA gives OEMs and resellers full access to comprehensive “recipes,” step-by-step deployment guides which enable them to build and deploy a hardware/software solution stack. The recipe is written in non-technical language and is validated to ensure an accurate and working deployment. This is an enormous time-saver for OEMs like MAXDATA, helping them to get solutions to customers faster and to compete effectively with the global technology companies.

Recipes do more than enable fast deployment—combined with ISV certifications provided through Intel ESAA, they give OEMs, resellers, and their customers the assurance that these technology solutions are going to be compatible, reliable, supported, and deliver on performance. The certification available to Intel ESAA members is critical to their customers and a key differentiator when choosing a solution provider. Certification meant MAXDATA could ensure Insigma that its server solution is supported. As Prof. Dr. Matthias Groß, Managing Partner of Insigma confirms, “The hardware never failed, service and support are superb, meaning the devices we got from them were always properly tested, properly assembled, and we could start working with them immediately. Our customers using MAXDATA servers or other MAXDATA devices are very happy with the quality and the reliability of the devices.”



“MAXDATA employs standard Intel® components assuring us that the Intel quality that passed standard testing there is transferred via the MAXDATA devices to our customers. We also know exactly what is in the devices and we can rely on the Intel specifications and in an emergency we can use other components—standard Intel components—. Everything is available from one source.”

Prof. Dr. Matthias Groß
Managing Director
Insigma



“Virtualization is a new technology. Customers look at it and say, “This is a very critical, mission-critical, technology. Is it safe? Is it stable? Is it useable?” You have two market leaders who bring a lot of credibility and they’ve done the testing, certification, configuration, as well as the documentation of how to roll this out. And that makes it a much easier sell for the ESAA member.”

Brian Byun
VP Global Partners
VMware

Serving the End-Customer

The advantage of bringing together local OEMs, independent software and hardware vendors, and Intel Corporation ultimately benefits end-customers in a wide range of vertical markets. Insigma has been able to offer premium service through its international customer service and in dealer portals used to deliver information across the automotive industry. With the solution provided by MAXDATA and based on Intel®

processing power and VMware virtualization, Insigma can meet stringent worldwide regulations and audit requirements, as well as customer demands for uptime, reliability, performance, and support. Insigma’s Ralph Hofrath summarizes: “Our customers insist on and are dependent on this high level of quality and we can only guarantee it if everything works extremely well on the back-end.”

Why Intel® ESAA

The Intel® Enabled Server Acceleration Alliance (Intel® ESAA) brings together leading industry vendors to help lower the cost, time, and technical barriers to certification through a collaborative and scalable validation model. The ISV and IHV partners certify server platforms based on Intel® architecture processors. The end goal is to reduce certification barriers and provide server OEMs and resellers with a quick, cost-efficient avenue for adopting a wide variety of software and hardware building blocks. OEMs, resellers, and their customers are succeeding in both developed and emerging markets, supported by Intel ESAA benefits.

Intel ESAA Membership Benefits

Accelerate delivery of trusted server solutions:

- 100+ validated and certified solution deployment guides (recipes) across solution categories including: communications/VoIP, storage/backup, HPC, open source management, virtualization, database, security, and systems management.
- Certification document upon request, which can be provided to a customer explaining that the server solution is supported by the Intel ESAA vendors. Includes the actual model name and number of the OEM, as well as the signed logos of the application vendors supporting the configuration.
- Pre-sales technical support via TSANet, an independent organization that manages all Intel ESAA application vendor support contacts.

Core Technologies

- Dual-Core Intel® Xeon® processors: Intel's newest dual-core processors for dual processor (DP) servers and workstations deliver a new level of energy-efficient performance from the innovative Intel® Core™ microarchitecture, optimized for intense computing environments, 32-bit and 64-bit business-critical applications and high-end workstations.
- VMware ESX 3.x: Offers full support for 64-bit operating systems, a non-disruptive upgrade process, localization in German and Japanese, and expanded hardware support. With ESX 3.0, customers can simultaneously deploy new applications on a 64-bit operating system and run older applications on a 32-bit operating system, while standardizing on a shared and dynamic infrastructure and achieving the benefits of a virtual infrastructure.
- MAXDATA Platinum 7200 IR M5: 64-bit versions based on the Intel® Xeon® processor, offering exceptional support for 32-bit and 64-bit mid-tier applications through innovative technologies such as Hyper-Threading Technology (HT Technology)¹ and Intel® 64-bit architecture.² These server platforms also help reduce total system costs and boost return on investment by enabling the replacement of 1-way and 2-way servers with a smaller number of 4-way servers.



To find out more about becoming a member of Intel ESAA, visit

<http://www.intel.com/design/servers/esaa>.

For a complete list of participating vendors, view the Intel ESAA member directory at

<http://www.intel.com/design/servers/esaa/members>.

Solutions provided by:



MAXDATA



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¹ Hyper-Threading Technology (HT Technology) requires a computer system with an Intel® Processor supporting HT Technology and an HT Technology enabled chipset, BIOS, and operating system. Performance will vary depending on the specific hardware and software you use. See www.intel.com/products/ht/hyperthreading_more.htm for more information including details on which processors support HT Technology.

² 64-bit computing on Intel architecture requires a computer system with a processor, chipset, BIOS, operating system, device drivers and applications enabled for Intel® 64 architecture. Processors will not operate (including 32-bit operation) without an Intel 64 architecture-enabled BIOS. Performance will vary depending on your hardware and software configurations. Consult with your system vendor for more information.

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