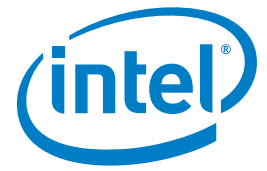


## CASE STUDY

Intel® Xeon® processor L5640

Enterprise Server

Energy Efficiency, Environment and Performance



# Getting Set for Greener Growth

## Hosted service provider shares the efficiency benefits of Intel® technology with customers

Based in Hluboká nad Vltavou in the Czech Republic, WEDOS is a Web hosting and virtual server (VPS) provider and online consultancy. Its customers include some of the region's biggest companies, such as TOMKET, a leading Czech tire dealer. Organizations from a wide variety of industries rely on WEDOS to provide reliable, cost-effective and efficient IT services. It also benefits from the experience of its subsidiary company, FORPSI, which is one of the largest domain hosting services in Eastern Europe.



"We are pleased that we can say we have one of the greenest, most economical and most efficient data centers in the Czech Republic."

Petr Šťastný, CEO, WEDOS

### CHALLENGES

- **Strong platform:** Create a new data center with capabilities to support existing IT offerings while aiding service diversification and business growth
- **Maintain quality:** Keep up its reputation for delivering the best services to customers
- **Maximize efficiency:** Demonstrate strong green credentials to the marketplace while keeping costs low and response times fast

### SOLUTIONS

- **New environment:** Fleet of 104 Fujitsu rx200S6\*, rx300S6\* and bx920S2\* servers powered by Intel® Xeon® processors L5640 was installed at new data center
- **Virtual servers:** A kernel virtual machine (KVM) platform from Red Hat was used to create over 1,300 virtual machines

### IMPACT

- **Greener IT:** Solution found to be the most energy efficient of those evaluated
- **Great service:** New customer environments can now be deployed in just 10 minutes, something none of WEDOS's competitors can offer
- **Easy growth:** Scalable solutions will aid business growth to other countries and support a planned 200 percent increase in year-on-year turnover

### Building Excellence

One of the key challenges for small and medium-sized businesses is differentiating themselves from the competition. As a provider of hosted IT services to organizations in the Czech Republic, WEDOS has already made a name for itself based on the quality of its offerings, building up over 40,000 customers. However, as the marketplace changes and customer demands evolve, even successful service providers must stay on their toes.

To maintain its strong position, WEDOS planned to build a new data center in the southern Bohemia region of the Czech Republic. Its objective was to create a strong platform to support existing hosted IT offerings while enabling service diversification and an increase in its customer base.

Petr Šťastný, CEO at WEDOS, explains: "It is important to us that we offer our customers the very best IT services. This means that both energy efficiency and performance were essential when building our new data center. By optimizing our power usage from the outset, we wanted to ensure that we not only demonstrated strong green credentials, but also that we could keep costs low and response time fast."

The new data center, with an area of approximately 440m<sup>2</sup>, needed to support a wide range of environments, applications, and databases. Demand for capacity and compute power varies significantly from customer to customer, so a flexible and easily scalable infrastructure was needed. At the same time, to keep service prices competitive, WEDOS had to ensure its own capital and operating expenses were under control.



## Leading Czech IT service provider delivers innovative services with Intel® technology

### A Green Solution

Following an assessment of the infrastructure solutions available, WEDOS chose to equip its new data center with a Fujitsu server fleet powered by Intel Xeon processors L5640. Numerous operating systems, including Microsoft Windows Server\* 2008 and the Ubuntu\*, Open SUSE\* and Fedora\* Linux flavors, are used to run customers' hosted services, and the infrastructure is connected via Intel® Ethernet 10 Gigabit Server Adapter. WEDOS worked with experts from Intel to design and implement the new architecture and has already installed 104 server blades. Following this initial installation, it carried out an evaluation of the performance and efficiency of the new server fleet to date, with positive results. "We are pleased that we can say we have one of the greenest, most economical and most efficient data centers in the Czech Republic," says Šťastný.

### Unique Virtual Services

In addition to boosting its efficiency, the new data center enables WEDOS to make customers a compelling offer when it comes to bringing new environments on board. The high performance and adaptability of the Intel® architecture means that it can promise to have new customer environments up and running within 10 minutes of payment. This is something that no other hosting company in the country was able to do at the time the data center was opened, and so places WEDOS firmly ahead of the competition.

Within a year of opening, the data center was already running over 1,300 virtual servers for its customers. Šťastný explains: "We are using a KVM platform from Red Hat, running on Fujitsu RX300\* servers and BX900\* blade servers, which are all powered by the Intel Xeon processor L5640. We chose these servers after careful evaluation found them to be the most efficient solution available in the marketplace."

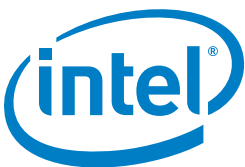
### Spotlight on WEDOS

WEDOS bases its business on providing services based on its own data center's quality, energy-efficient servers and technologies. It combines the expertise built through 13 years in the industry with a new, open approach towards service to offer an unbeatable level of service. This unique mix of capabilities means WEDOS is currently the fastest growing company of its kind in the marketplace.

### Ambitious Plans for Growth

WEDOS is now planning to introduce more services to its portfolio and also hopes to expand its reach to customers in other countries. "We are expecting a 200 percent growth in turnover in 2012, which will mean buying more than 250 new servers in addition to adding dedicated servers for specific customer projects," says Šťastný.

He concludes: "This energy-efficient solution based on the Intel Xeon processor L5640, combined with attractive price performance, means we can run our operations efficiently and profitably. In addition, we're able to offer our customers a compelling Web hosting alternative and virtualization-based services that are really innovative and help their businesses perform better too."



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