

Cisco Unified Computing Systems Case Study

GREE, Inc.

Construction of a highly efficient communications platform capable of matching the speed of company growth. This is a system based on Cisco UCS and has potential for use as a future server solution

EXECUTIVE SUMMARY

Installation solution

Cisco Unified Computing System (Cisco UCS)
C-Series

Cisco Unified Communication

Issues and cases for review prior to installation

- A communications platform (system platform) was needed that could match the rapid speed of company growth and had outstanding expandability
- We wanted to develop a system platform that was simpler and easier to use, by increasing server system efficiency and reducing cables

Benefits of Installation

- A UC on UCS configuration allowed the implementation of a communications platform with a capacity of up to several thousand people in a short space of time
- It is possible to consolidate and manage more virtual servers and connection is simple, improving the efficiency of the system as a whole

UC on UCS introductory column
Cisco Unified Communication
on UCS configuration (for B-Series)

GREE, which works in the development of social content, had expanded its workforce in a short space of time. Based on the prediction of continued growth, a communications platform was required to allow future development to be done flexibly and without waste. By making use of a "UC on UCS" configuration to implement the Cisco Unified Communications call control server function on the Cisco Unified Computing System, the issues we had were resolved, and we hope to make further use of it in the future.

Details of installation

The problem of providing a platform that is able to match the rapid speed of company growth
The selection of Cisco UCS from the perspective of system expansion

GREE is involved in the development and management of various content with a focus on social games for mobile terminals, and was moving ahead with a review of internal systems to respond to changes in the scale of the company, including a dramatic increase in personnel and increased office space. GREE had already installed Cisco Unified Communications as a smooth communications platform, but its call control server was also reviewed. The results, also based on future expansion, determined the installation of a "UC on UCS" configuration, with the call control function implemented on the Cisco server solution Cisco Unified Computing System (Cisco UCS). The replacement was made in July 2012 and has been running smoothly.

Maki Fukushima of IT-Infrastructure had this to say about the current situation.

"While generally suitable for in-house servers, because of the rapid speed of company growth, we wanted to avoid replacing a device that had only been installed a short time ago. Also, although we had constructed a virtual server for developers, steady growth in connection cables came alongside an increase in the physical servers comprising that platform, so we also wanted to make the system more streamlined. We were concerned about call control servers with IP phones increasing with the growth of personnel and terminals, and wanted to avoid this.

We investigated the general requirements, and took an interest in Cisco after hearing about it in discussions with vendors in charge of construction and management."

Nobuaki Yamazaki of IT-Infrastructure says that the choice of UC on UCS was a natural one.

"Staff numbers have doubled from about 600 last year to 1200 now and the increase reflects a steep curve. There is almost no doubt that the number of IP phones will increase in the same way in future, so we discussed our options with Cisco and the infrastructure vendor. Cisco Unified Communications Manager Express and other products were also mentioned as candidates for Cisco call control servers, but from the perspective of systems expansion, we naturally opted for something based on Cisco UCS this time round."

Installation process

The replacement of systems including IP phones was completed on time An excellent system platform was constructed with space savings

The system replacement moved ahead smoothly with the help of Cisco and the infrastructure vendor. Mr. Fukushima says that Cisco UCS has also made a contribution to controlling server space.

"Offices have only limited space available for systems devices, so there is also a demand not to link the increase in devices with physical bulk. With Cisco UCS, it is difficult to organize environments that allow operations after consolidating multiple virtual servers."

Effects of Installation

Unified Communications are also user-friendly Starting with automation, we are feeling the benefits that only Cisco UCS can offer

Mr. Fukushima says that the current systems update has produced a streamlined platform able to respond to future expansion, and he also highly rates the ease of handling unified communications.

Various settings have been outsourced, such as the allocation of internal line numbers and the flow of data, but general work can be done with the GUI and procedures are easily put together, so efficiency is excellent. An important point to note is that it requires little maintenance after installation, as many operations are repeats of the same work.

He adds that he also feels the benefit of using Cisco UCS as a server.

On this occasion, we employed racks (C-Series), but even so, the wiring at the rear is quite simple. Even if we add blades (B-Series) in future, there are only a few connection cables for each chassis, so it should end up fairly neat. The rear of the previous system was tangled with cables and was prone to heat build up, so I think this would also have an effect on the life span of the device.

**NOBUAKI YAMAZAKI,
MANAGER**

GREE, Inc.
IT-Infrastructure

MAKI FUKUSHIMA

GREE, Inc.
IT-Infrastructure

COMPANY OVERVIEW

GREE, Inc.

Head office address:

Roppongi Hills Tower, 6-10-1 Roppongi, Minato-ku, Tokyo

Established:

December 7, 2004

Capital:

2.172 billion yen (\$26,531,694) (as of end of March, 2012)

Number of Employees:

1203 full-time workers

(on a consolidated basis as of end of March, 2012)

Business details:

Social media business

Social applications business

Platforms business

Advertising and ad networks business

Venture capital business

Cisco UCS also offers a variety of solutions to automation, starting with a change to service profiles for hardware information. It is also good to think about the long term possibilities for software components as well as hardware. I think that products based on a different concept to prior server vendors are typical of Cisco and this interests me greatly."

Future development

Use as a development environment platform is also under discussion
Further system expansion is expected with growth

Mr. Yamazaki says that in future, as the division of company systems into physical servers and virtual servers moves ahead, he is considering using Cisco UCS as a virtual environment.

"Within the company, the development and launch of microservices takes place quite often. There is a natural tendency to virtualize and accommodate each server, and we are also considering using Cisco UCS as part of this"

Finally, Mr. Fukushima had this to say about the company's expectations of Cisco.

"Up to now, we have been working quickly to respond to the speed of company growth, but in future we should be able to respond after considering everything in detail. We expect further expansion of our system platform, in association with increased personnel numbers, but I feel that Cisco UCS offers a platform that is well able to respond to this demand. I am looking forward to a more active approach from Cisco, not only on hardware, but also for support and services."



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV Amsterdam,
The Netherlands

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