

Cisco Unified Computing Systems – Customer Case Study

i2ts Inc.

As a foundation for the company’s new services “KAITOKU Cloud SP”, Cisco UCS C series rack-mount servers and Cisco Nexus data switches have been selected

Meeting customer needs with a more granular support and higher performance



Solutions Deployed

Cisco Unified Computing System (Cisco UCS)
C Series Rack-Mount Server

Cisco Nexus Series Data Center Switch

Challenges and Issues Before Deployment

- The company was looking for a platform that could provide high performance as a standalone server
- Avoiding failures and errors in increasingly complex virtualized system operations
- Higher performance was needed for both servers and networks to meet customer demands for the system that can tolerate high load
- Compatibility with major storage systems was also one of key factors in server selection

Result of Deployment

- Using the rack-mount Cisco UCS C series, a platform that enables high performance and flexible operations support has been implemented to meet customer needs
- Having a single vendor for the networks and servers makes unifying operations management possible in future.

Through its data center businesses, i2ts is meeting customer needs for flexible and cost-effective services to support performance and operations management by enhancing cloud services using sophisticated and high performance server products.

The company was looking for ways to centrally manage data center networks by satisfying performance and manageability requirements and, therefore, choose the Cisco Unified Computing System and the Cisco Nexus series data center switch.

Driver for Deployment-a need for a high performance platform as a foundation for new services

As a data center business provider, i2ts was planning to enhance its cloud-model services to meet customer needs using higher performance server products. What the company wanted was a standalone platform that could achieve or even exceed its performance expectation. Products were studied in consideration of future improvement in operations management and as a result, Cisco Unified Computing System (“Cisco UCS”) and Cisco Nexus series data center switch were selected.

Why Cisco-network and server administration can be unified Technological competence also counts

Major reasons why Cisco was chosen:

- Cisco UCS C series is a server product having superior performance
- Benefits of unifying network and server vendors in one
- A rich set of technological skills and experiences worldwide in such areas as networking technology and virtualization support
- Assured compatibility with major storage systems

Deployment Process-the rack-mount C series was selected and proved customer satisfaction through field-testing

Used the Cisco UCS C series to build a customer-specific system. The system was provided to a client in the game content business for field-testing; it was highly appreciated by the client, which eliminated a concern for i2ts.

“Cisco is well-known for its world-class technology including support for switching and virtualization, which is quite assuring. Compatibility with major storage systems was also one of key factors in server selection but we see no problem about it as well.”

– Mr. Kozo Ide

General Manager, Sales Promotions,
Sales Department, i2ts Inc.



Result of Deployment-smooth business development with high quality and high reliability systems and services

- Attracted attention from customers pursuing for higher performance and won multiple contracts upon launching services
- The rack-mount C series has realized easier operations and higher visibility of cost
- The environment for centralized operations management in combination with Cisco Nexus series has been established

Future Development-providing a unique and differentiated set of services based on the virtualization technology

- In case of future system growth, a unified management through the Cisco UCS Manager is planned for higher operational efficiency of the entire system to further improve stability and reliability
- Utilizing virtualization technology to provide services such as storage and disaster discovery

Background of Deployment:

A need for a higher performance server for launching new services

Cisco UCS was chosen in consideration of network compatibility

Specialized in data center businesses such as hosting, housing and managed services, i2ts was planning to deploy new server products with higher system performance to reduce operation and management tasks for enhancing cloud-model services.

Unlike typical public cloud services in which catalogued virtualization environment resources will be uniformly allocated, the company's cloud-model services provide differentiated benefits to its customers by allowing them to combine public offering for resource sharing and private offering for dedicated hosting according to their needs, realizing an optimum system environment. By including operations management as part of its services and providing very granular support, the company is well received by its customers for the high quality services helping them focus on their core businesses.

For this project, Cisco Unified Computing System (Cisco UCS) was selected as a server product for a foundation of providing services to improve performance and operations manageability. Cisco Nexus series was deployed as a network switch product as well.

Mr. Kozo Ide, General Manager, Sales Promotions, Sales Department, explains why Cisco was chosen,

“From the viewpoint of cloud services, having a single manufacturer for the network and server products is one of the advantages. Easier operations management greatly helps in providing support in case of failure. It is essential to reduce errors and maintain stable operation in this increasingly virtualized and complex system environment.”

He mentioned that the decision was also based on the fact that the company highly appreciated Cisco's technical expertise as a network vendor.

“Cisco is well-known for its world-class technology including support for switching and virtualization, which is quite assuring. Compatibility with major storage systems was also one of key factors in server selection but we see no problem about it as well.”

Deployment Procedures:

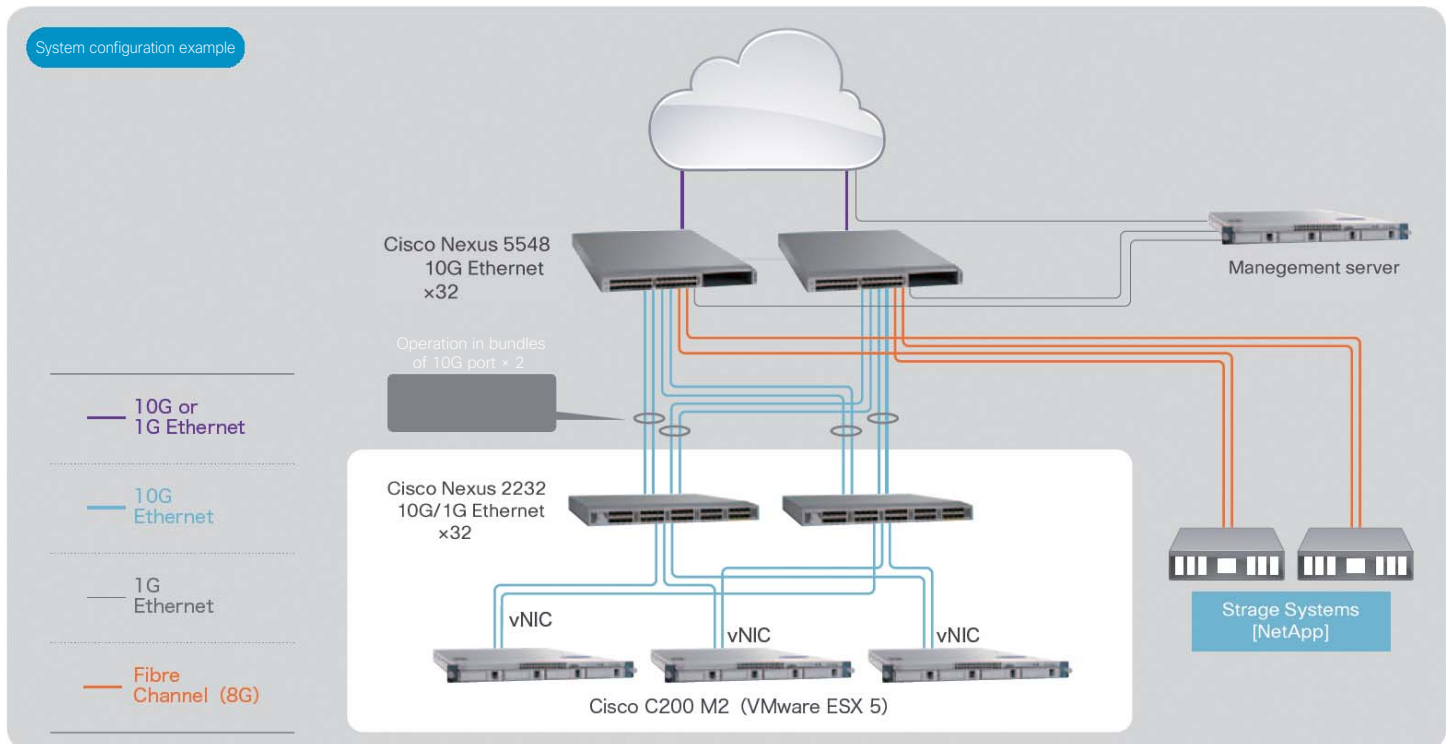
Cisco UCS selected was not the blade-type B series but the rack-mounted C series. Mr. Ide says this model is easier to handle for delivering the system - including servers - optimized for each customer.

“Even though we are using the traditional method, it is easy and intuitive; in case of failure, it can

be replaced by unit. The rack-mount C series is also more advantageous in terms of cost including service fee.”

The company is feeling much more assured by building the system required by our customers, performing field-testing, and receiving a good evaluation result.

“Expectation for the performance was exceeded; with only 3 Cisco UCS C series servers, we are now able to offer the same level of performance as the conventional environment having 10 servers to our client who provides game contents to several hundreds of thousands of users on PC and mobile devices. There are other benefits such as reduced system footprint and cost.”



Result of Deployment-future development:

New services are grabbing attention and their introduction to customers has been successful

Further enhancement of the network and specialized services is being planned

New services have been successfully launched and many companies are interested in the services with granular support provided by i2ts.

“In many cases, customers who initially used general public cloud services turn to us for satisfying their unmet needs. We are currently planning to provide operations across multiple data centers and specific services for disaster recovery in the future. We wish to promote services to meet customer needs by successfully adopting virtualization technology including storage.



i2ts,inc.

Shinjuku 6-chome Building, 5th floor, No. 16 No. 24 6-chome, Shinjuku, Shinjuku-ku,
Tokyo JAPAN Zip-code 160-0022

<http://www.i2ts.com/service/hosting/kaitokucloudsp.html>

This customer story is based on information provided by i2ts,inc. and describes how that particular organization benefits from the deployment of Cisco products. Many factors may have contributed to the results and benefits described; Cisco does not guarantee comparable results elsewhere.

CISCO PROVIDES THIS PUBLICATION AS IS WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. Some jurisdictions do not allow disclaimer of express or implied warranties, therefore this disclaimer may not apply to you.




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

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

 Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: www.cisco.com/go/trademarks. Third party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1110R)