

# Virtualised, Greener Data Center Operations



**Customer:** Previder

**Industry:** Service Provider

**Location:** The Netherlands

**Company Size:** 35 employees



## Challenge:

- Maximise and execute on high-growth market opportunities
- Move to two new data centres, while protecting existing IT investment

## Solution:

- Cisco Unified Computing System™ with Nexus 5000 Series switches
- Cisco Capital **easy**lease finance solution

## Results:

- Consolidation from 30 server racks to two; and from 20 switches to four
- Quicker provisioning, from days to hours
- Faster return on investment and profitability for new services

## Previder accelerates time-to-market and profitability for new Cloud services

### Challenge

Previder is at the very centre of the IT value chain. Drawing on proven expertise in virtualised services, the Dutch-based company partners with other service providers and IT organisations, enabling them to offer reliable and cost-effective data center, managed cloud hosting, connectivity and Internet Service Provider solutions to their customers. These end users include schools, local government departments, and finance and healthcare institutions.

Technology leadership and being at the forefront of cloud computing innovation are central to Previder's plans for growth. Aligned with this strategy, the company decided to build two state-of-the-art, energy-saving data centres: PDC2 with over 800 racks and a surface area of 2,500 square metres, making it the largest carrier neutral data center in Eastern Netherlands; and PDC1, a back-up site for disaster recovery.

The success of the move depended on finding a cloud-computing platform that could virtualise over 150 physical servers, while also enabling hosted services to be scaled more quickly and efficiently than previously possible.

**"Our vision is to become a key player in the software-as-a-service and cloud computing market," says Ewald Lucas, commercial manager for Previder. "To achieve this, we needed a solution that offered our partners more innovative services, more flexibly and faster, while transforming our data center into a new revenue stream."**

The company has a highly efficient engineering team, so reducing provisioning time, points of management, and troubleshooting was also important. Other key considerations included lowering total cost of ownership by increasing server utilisation and saving on cabling, space, power and cooling.

### Solution

Previder has made the transformation using an architectural approach based on the Cisco® Data Center Business Advantage framework. The solution, comprising a [Cisco Unified Computing System™](#) (UCS) and Cisco Nexus® 5000 Series Switches, has united server, network, storage, and virtualization capabilities into one energy-efficient system that significantly reduces the cost and complexity of IT infrastructure.

"The Cisco solution helped to protect IT investment by integrating with VMware Vsphere virtualization software and NetApp storage solutions," says Peter Bult, manager consultancy for Previder. "This was very important."

The Cisco UCS deployment uses a triple chassis with a total of 25 blades, divided across Previder's two high-end data centers. In addition, the Cisco Nexus 5000 has created a low-latency, lossless 10 Gigabit Ethernet unified fabric, resulting in any-to-any storage (network-attached storage, Small Computer System Interface over IP, and Fibre Channel over Ethernet can all travel on the same cable) and even less cabling, components and points of management.

Although the company could have bought the solution outright, it decided to take up an attractive offer as part of the Cisco Capital® **easy**lease programme. This enabled Previder to acquire its Cisco UCS cloud-computing platform by making 36 monthly payments at low interest. "Using a traditional CapEx funding model would have delayed return on investment considerably because we would have had to pay in full upfront and then recover our costs gradually over time," says Lucas.

### Results

Using its virtualised, cloud-based data centres, Previder can now offer its partners new and competitive IT solutions such as web hosting, media streaming, DNS and email services, faster than ever before, while reducing its physical server count by 94 per cent (from 30 racks down to just two).

Previder also achieved an 80 per cent consolidation of LAN switching (from 20 down to four), delivering further savings on electricity, cooling and maintenance costs.

In addition to becoming greener, data center operations have now been greatly simplified. Cisco UCS allows servers and virtual machines to be easily managed as a single system, from a centralised point of management with fewer personnel than before.

The move to Cisco UCS, which remained completely invisible to customers, will enable Previder and its partners to develop and deploy more flexible and innovative hosted services to small and medium-sized organisations, at a fraction of the time previously required.

"The ease of provisioning is really great," says Bult. "It's real plug-and-play stuff. We can get a new service up and running in a matter of hours, rather than days. There's less cabling and we don't have to keep buying new hardware. If we need to scale up, we simply slide a spare blade into the chassis."

Best of all, the company can grow more profitably and at its own pace, rather than worrying about filling capacity from day one.

"**easy**lease provided a very interesting pay-as-you-go alternative," Ewald Lucas continues: "It effectively allows us to match the cost of our Cisco data center platform more closely with the expected arrival of new revenues."

### For more information

Details of Cisco Capital financing solutions are available at: [www.ciscocapital.com/emea](http://www.ciscocapital.com/emea).