



Professional Services Trading Hosting Provider

Book-to-bill Time Slashed by 66 percent

Business Value

- 80 percent reduction in complexity
- HA server costs reduced up to 60 percent
- Outage time reduced to 3 minutes
- Deployment time reduced 66 percent
- Servers consolidated by 15 percent
- 5x increase in system administrator spans
- Server repurposing in less than five minutes
- 40 percent performance boost

Executive Summary

This financial ASP engaged Egenera Professional Services to accelerate the business and technical adoption of a utility model for its advanced electronic trading system.

The incumbent computing infrastructure lacked high availability, SAN connectivity and scalability and was unable to keep up with the company's forecasted application user growth of 200 percent per year. This legacy solution was based on the standard white box approach wherein islands of resources are deployed with little sharing and unmanageable complexity.

PAN Manager® Software by Egenera® eliminated these problems by delivering failover capabilities, increasing reliability, simplifying the infrastructure, and reducing physical complexity. Within six weeks of project initiation, the mission-critical application running Microsoft® Windows® 2000 was successfully ported to Windows 2003. Compared to the previous infrastructure, PAN Manager enabled the client to reduce the time needed to acquire, deploy, and start billing a new customer by 66 percent, creating an increased annual revenue opportunity of close to \$1 million.

Business Challenge

The decision to look into utility computing initially arose from the client's need for an integrated, highly available, sharable platform that could cut costs in a complex regulatory environment. The company placed great value on the need to grow revenue by cross-selling and reducing expenses through its shared ASP hosting solution.

The client's former legacy-based infrastructure was unable to scale effectively and was taxing IT staff. With limited sharing of resources across customer deployments, system administrators had to manage, monitor, troubleshoot, and fix an ever-increasing server sprawl—a very time-consuming process. The client wanted a new solution that was sharable across customers, had built-in high availability, and would allow system administrators to manage more infrastructure and applications without expanding the team. They also wanted a platform that permitted rapid image deployment and cloning. The faster customers could be added, the more revenue for the firm.

Egenera's solution for simplifying the data center covered all these requirements, resulting in a significant, positive financial impact on the client's infrastructure and ASP delivery strategy.

Professional Services Approach

The following phases represent how Egenera Professional Services enabled this ASP client to realize a utility computing environment for its application. Six weeks from project kickoff, the client had a production-ready hosted customer on new servers.

Egenera's Computing Benefits

Egenera's solution to simplifying the data center accelerated deployment of servers for new customers. With their previous infrastructure and operational procedures, time to market was 15 days. Using PAN Manager, this timeframe was cut by 66 percent, allowing deployment in only five days and creating the opportunity for an annual revenue increase of close to \$1 million.

ISP/Hosting

Professional Services: Trading Hosting Provider

Phase I: Design (1.5 weeks)

- Discovery interviews
- Ready SAN, power, space, cabling, network
- Code analysis of Windows 2000 application (C++ / .NET)
- TCO/ROI model
- QA plan and Windows 2000 application compliance report

Phase II: Acceptance and Utility Computing Testing (3 weeks)

- Ready application environment
- Implement selected code changes to source application
- Port and tune application to Windows 2003 / SAN
- QA: application compatibility, functionality, performance, high availability, time to deployment

Phase III: Production (1.5 weeks)

- Executive project review
- Training
- Final report / operations toolkit signoff; client signoff
- Final TCO/ROI model
- Production rollout

Benefits Matrix

PAN Manager software's virtualization and high availability

- Reduced physical complexity by 80 percent
- High availability out of the box reduced outage time from one hour to three minutes
- High availability eliminates up to 60 percent of typical server outages
- System administration span of control improves up to five times business as usual
- Ability to repurpose for test/development, production, disaster recovery in less than five minutes

TCO

- Opportunity for revenue acceleration of close to \$1M
- Significant reduction in pre-provisioning expenses and administrative costs
- Reduced time to deploy accelerates revenue streams and OpEx benefits
- Server costs for high availability reduced up to 60 percent
- Right-sizing server performance improves SLA cost effectiveness

High-performance fabric for multicast applications

- Record-breaking performance documented for the number of trading symbols and market data the application could process
- Intra-server performance boosts (up to 40 percent)

HA, capacity management, performance, productivity

- A streamlining of business processes and cross-functional handoffs
- One-time server, network and storage provisioning for every 24 servers, as opposed to the 24 individual deployments required by the legacy architecture
- Increased reliability and better customer SLAs as a result of fewer configuration steps and built-in PAN Manager high availability

Another drawback of the former solution was its complexity, which drove up operating costs. Egenera's approach to utility computing reduced and consolidated the number of application servers by 15 percent. In addition, the number of physical components (KVMs, cables, SAN ports, LAN ports, NICs, HBAs, disk drives, etc.) was reduced by 80 percent under PAN Manager.

The electronic trading system also saw record-breaking performance in the number of trades and symbols it could execute using the PAN Manager's intelligent fabric, which forms a high-performance, low-latency network among servers. By connecting all of the servers to the fabric, multicast data flew seamlessly and quickly across each of the application tiers.

About Egenera Professional Services

Egenera Professional Services has broken the traditional services pyramid approach of a few experts surrounded by many billable junior resources learning on the job. Instead, the group has established a highly efficient operation comprised of experienced specialists complemented by select Egenera Certified Service Providers. These dynamic project teams of seasoned and motivated professionals quickly deliver quantifiable solutions and transfer a wealth of knowledge and best practices that enable clients to realize the full benefits and value of PAN Manager Software by Egenera.



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