



## eCommerce Application

Costs Reduced by 50 percent

### Business Value

- Capital costs lowered by 30 percent
- Operating costs lowered by 50 percent
- One-third the power
- One-sixth the floor space
- Performance increase of 5x
- Provisioning in minutes, not weeks
- Cash flow increased by 25 percent

### Executive Summary

This Egenera customer was faced with a good problem to have. Demand for its online commerce service had reached one million transactions per hour and was growing by more than 10 percent each month. But, their existing data center infrastructure was not able to scale cost-effectively or reliably to meet application demand. A new solution was needed.

### Business Challenge

After the dot-com bubble burst, only a few significant Internet properties remained with sufficient customer traffic to create a sustainable business model. For the survivors, competition has grown even more intense, along with the drive to generate revenue streams. Although time to market was critical during the boom, and remains so today, deploying sustainable infrastructure that meets cost and business-agility targets is today's primary challenge.

### The PAN Manager Solution

After researching multiple offerings, the company concluded that PAN Manager® Software by Egenera® provided significant benefits above and beyond other infrastructure management solutions, including:

**Improved response times:** Based on world events and other factors, the ecommerce application has great variability that makes predicting traffic nearly impossible. To accommodate this with their servers, the company had to significantly over-provision the environment. Even so, unexpected traffic caused poor response times. In between these spikes in user demand, the hardware sat idle, negatively impacting total cost of ownership (TCO). PAN Manager's automatic provisioning dramatically reduced TCO and improved response times. In a matter of minutes, system administrators are able to bring additional systems online to meet unexpected traffic. Once the spike has cleared, resources are returned to the pool of servers used for testing, development, QA and spares.

**Increased business agility:** Normally, it took four to six weeks to fully provision new servers. This not only tied up capital, but limited the company's ability to respond to new customers. With PAN Manager, servers are provisioned in minutes not weeks. In addition, owing to PAN Manager's ability to dynamically repurpose servers, they were able to shift processing capacity between the applications based on load—maintaining optimal service levels for site visitors.

**Lights-out management:** Using PAN Manager's lights-out management capabilities, a single system administrator manages the entire application infrastructure.

### Quantifiable Business Results

PAN Manager has resulted in greater profitability for this customer.

- Capital-cost reduction: More efficient utilization of available servers eliminates the need to over-provision, resulting in a 30 percent capital-cost reduction versus comparable solutions.
- Operating-cost reduction: Reductions in maintenance, network ports, SAN ports and system administrator time have reduced operating expenses by more than 50 percent. As a result, the customer required just one-third the power and one-sixth the floor space of the legacy environment.
- Cash-flow improvement: With reduced provisioning time, servers for planned expansions are now ordered one month instead of four months in advance, increasing free cash flow by 25 percent over the course of the year.



---

**East Coast Headquarters**

Egenera, Inc.  
165 Forest Street  
Marlboro, MA 01752  
U.S.A.  
Main: 508-858-2600  
Sales: 508-858-3600  
Fax: 508-481-3114  
[www.egera.com](http://www.egera.com)

**West Coast Headquarters**

Egenera, Inc.  
5201 Great America Parkway  
Suite 446  
Santa Clara, CA 95054  
U.S.A.  
Main: 408-748-1100  
Fax: 408-748-1101

**Europe/Middle East/Africa**

Egenera Ltd.  
2nd Floor Titan Court  
3 Bishop Square  
Hatfield AL109NA  
United Kingdom  
Voice: +44 (0)1707 226097  
Fax: +44 (0)1707 226197  
[www.egera.com](http://www.egera.com)

**Asia Pacific Headquarters**

Egenera, K.K.  
Shinjuku NS Bldg. 6F,  
2-4-1 Nishishinjuku,  
Shinjuku-ku  
Tokyo 163-0806 Japan  
Voice: +81-3-5321-7157  
Fax: +81-3-5321-7158  
[japan.egera.com](http://japan.egera.com)