



## Case Study

### Intel® Xeon® processor 5400 series

Virtualization—Dynamic Resource Management



NaviSite®

Dedicated Hosting

**“With the Intel® Xeon® processor 5400 series-based virtual servers, we can provide more processing resources to our customers at a lower cost.”**

William Toll,  
Director of Product  
Management,  
NaviSite

## Hosting Success

### NaviSite chooses Sun® Blade server modules with multi-core Intel® Xeon® processors to virtualize its data center and help enable new dedicated hosting offerings

NaviSite is one of the world’s leading providers of managed, dedicated hosting solutions and application services, with 17 data centers around the globe. The company is experiencing rapid growth in demand from enterprise customers, and recent acquisitions have added a large number of smaller companies to its customer base as well, placing increased demand on NaviSite’s data center resources.

“Supporting hundreds of thousands of new Web sites and servers for small and medium-size businesses required a large data center footprint,” says William Toll, director of product management at NaviSite. “To continue to meet demand, we knew we had to consolidate our environment by virtualizing our applications and servers. We also launched new virtual dedicated servers designed to bring the benefits of virtualization to smaller firms that are increasingly competing with larger enterprises.”

The NaviSite Dedicated Hosting team decided to use VMware® virtualization software and to standardize on powerful new servers that would enable the team to make the most of its virtualization technology. “We needed to achieve a high density of virtual machines to make optimum use of our server and data center resources,” explains Toll. “We also needed to ensure fast server response time and flexibility for our customers. That combination required the right server and processors.”

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### Adding processing power for virtualization

The team evaluated several options and chose the Sun Blade 6000\* chassis with the Sun Blade X6250\* server module and Intel® Xeon® processors with four cores per processor. “The Intel Xeon processor 5400 series allowed us to host more virtual machines per processor and achieve better performance from our virtualized infrastructure so that we can dynamically manage resources,” says Toll. “We’re thrilled with the Intel Xeon technology.”

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### Measures of Success

- NaviSite needed to keep up with increased demand for its services from existing customers and anticipate the needs of thousands of additional customers responding to the company’s new product offerings
- The NaviSite Dedicated Hosting team decided to virtualize, but needed more powerful servers that could run multiple virtual machines while providing high performance for customers
- New servers based on the Sun Blade 6000\* chassis with the Sun Blade X6250\* server module and the Intel® Xeon® processor 5400 series enable the Dedicated Hosting team to deploy more processing capacity per server without exceeding data center power and cooling capabilities

# NaviSite has also launched a new dedicated server product line that is based on the Intel® Xeon® processor 5400 series.

## New Intel processors handle four times more tasks

The new Intel processor-based Sun Blade server modules have enabled NaviSite to increase the processing capacity of its data centers and meet increased customer demand. "The new quad-core processors can handle four times as many simultaneous software tasks as our previous equipment," says Toll. "With the Intel Xeon processor 5400 series-based virtual servers, we can provide more processing resources to our customers at a lower cost."

## Server deployment accelerated by 20 percent to 50 percent

With VMware software running on the new Intel processor-based Sun Blade Systems, the IT team can now deploy new applications much faster for new and existing customers. "We are seeing 35 to 50 percent faster deployment in both the production and test environments," says Toll.

## Intel platform contributes to new product success

NaviSite credits the new Intel Xeon processor 5400 series-based Sun Blade Systems with contributing to the success of its new, dedicated hosting offerings. "Our new products are designed to provide enterprise-grade infrastructure optimized for the needs of small-to-medium businesses," explains Toll. "The new Intel Xeon processor 5400 series-based servers provide the performance, reliability, and scalability needed to help our customers succeed."

## Sun Solaris 10 helps enable cost savings

The Solaris\* 10 operating system along with Solaris Containers has enabled NaviSite to do additional consolidation around its data center infrastructure. Solaris 10 along with the virtualization capabilities built into the OS has allowed NaviSite to be more flexible and responsive to its customers by offering cost savings around power and cooling, and data center management costs.

## Return on Investment

- The Intel® Xeon® processor 5400 series-based servers run four times more simultaneous software tasks than the previous equipment, for increased productivity
- The virtualized environment and Intel technology-based Sun\* servers enable the NaviSite Dedicated Hosting team to deploy new applications 35 percent to 50 percent faster
- Intel technology provides the processing headroom and RAM to support NaviSite's new virtualized, dedicated server offerings



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