

Data center standardization and flexibility with PRIMERGY Blade EcoSystem

## Norddeutscher Rundfunk tunes into optimal IT operation with Fujitsu Siemens Computers



PRIMERGY Blade Servers combine excellent standardization with equally excellent performance, scalability and efficiency to create an ideal platform for consolidation and virtualization.

### → The challenge

**Server landscape consolidation** – reduction of the number of systems required to support approximately 50 applications

**Optimal support for virtualization strategy** – maximum standardization of servers to permit flexible use of compute resources

**More economical IT operation** – lower investment and operating costs

### → The solution

Good news for the people who operate the central data center of Norddeutscher Rundfunk (NDR): The IT department has found the optimal server platform for implementation of a complete consolidation, virtualization and automation strategy. **PRIMERGY Blade Servers** create a flexible pool that gives NDR the compute power required to run 50 business applications, including SAP® and Oracle 10g RAC. At the same time, server standardization effectively ensures the organization's IT investment protection since several server generations can be housed in the same chassis. That gives NDR a platform that is not only more powerful, but also more economical: The server farm is approximately half its previous size, and performance has been significantly improved. In addition, NDR has reduced annual IT spending by 40% and cut power costs by 50%. Finally, this improvement in performance required no increase in personnel.



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**Norddeutscher Rundfunk (NDR)** is a non-profit public corporation that broadcasts a wide range of radio and television programming as well as complementary online offerings. NDR Television accounts for 17.5% of total ARD programming and contributes popular productions such as "Tagesschau", "PANORAMA", "Anne Will" and "Großstadtrevier".  
More at: [www.ndr.de](http://www.ndr.de)

#### → Solution components

- PRIMERGY Blade EcoSystem with 36 BX620 S1 to S4 and BX630 S1 and S2 blade servers
- Operating systems: Novell SUSE Linux Enterprise Server 10, Microsoft® Windows Server 2003
- Virtualization with VMware Infrastructure, Xen deployment planned for the future

#### → Customer benefits

- Cost-effective IT: 40 % reduction of annual server investment, 50 % power savings, lower maintenance expense
- Greater flexibility: of applications and resources available on demand
- Improved performance: significant improvement in application performance
- Optimal use of investment: operation of servers at up to 80 % of capacity
- Long-term investment protection through standardization and economical scalability

#### → The project

NDR offers German audiences highlights such as "Tatort", a popular series of suspense-filled whodunits, and up-to-the-minute breaking news with "Tagesschau" on the national First channel, plus regional coverage from NDR Television as well as informational and entertaining radio programming. In order to be able to offer viewers attractive programming on a daily basis, the NDR people behind the scenes are constantly fine-tuning operations. And that, of course, applies in particular to the NDR data center, an extremely dynamic system that handles some 50 applications. NDR adopted a strategy based on the use of economical industry-standard components to build a flexible and efficient data center with the benefits of a mainframe — high-level standardization, virtualization and automation. As a result, NDR IT decision-makers wanted to deploy server technology that would provide a flexible pool of resources to support all applications. Blade server infrastructures are by their very nature predestined to play this role. NDR tested systems from different vendors to find out which infrastructure would do the job best and finally opted for PRIMERGY Blade EcoSystem. One big reason why is that PRIMERGY Blade Server architecture features standardized technology. This enormously simplifies installation and system recovery. At the same time, it offers a high level of investment protection since the same chassis can accommodate different blade server generations and models. NDR deployed 36 PRIMERGY Blade Servers with Intel® and AMD® processors to create a server pool that supports applications running on both physical servers and virtual machines. At first, NDR decision-makers were of the opinion that it might be better to use 8-socket machines for some applications. However, Fujitsu Siemens Computers SystemInspection Services provided a transparent analysis of performance needs in the SAP environment, and the results were convincing: Intelligent design meant that 2- and 4-socket systems would completely meet NDR's requirements and at the same time deliver significantly improved performance. For example, SAP processing time was reduced from 2 1/2 hours to 25 minutes.

#### → A record of success

NDR's new administrative data center features a host of concrete benefits. The server farm is roughly half its former size; performance has doubled; and NDR's annual server investment has been reduced by an average of 40 %. Operating costs are also significantly lower. Since PRIMERGY Blade Servers are extremely energy-efficient, NDR was able to cut power consumption by 50 %. A high-performance cooling system also means that energy savings are not eaten up by additional expense for air conditioning. And, finally, NDR now has a server platform that is easy to administer and provides ideal support for virtualization and automation.

#### → Contact

Fujitsu Siemens Computers  
Customer Interaction Center  
Mon. – Fri.: 8:00 a.m. – 6:00 p.m.  
Email: [cic@fujitsu-siemens.com](mailto:cic@fujitsu-siemens.com)  
Phone: +49 (0) 1805-372 100 and  
+49 (0) 1805 FSC 100

(each call 14 ct/min.; the prices for calls made from mobile devices can vary from this rate)

Fujitsu Siemens Computers GmbH,  
Mies-van-der-Rohe-Strasse 8, D-80807 Munich,  
Phone +49 (0) 89 620 60-0  
[www.fujitsu-siemens.com/casestudies](http://www.fujitsu-siemens.com/casestudies)

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