

Centralized management and flexible enhancement of heterogeneous infrastructures

Zeppelin achieves seamless integration of innovative technology into IT operation



» Fujitsu Siemens Computers offers innovative solutions with a good price-performance ratio plus the technological expertise it takes to achieve seamless integration into a heterogeneous environment. «

Robert Stary, Systems Engineer IT Systems Operations, Zeppelin GmbH

→ The challenge

Economic high-performance IT operation – support for global business processes through the deployment of innovative technology that offers a convincing price-performance ratio

Seamless integration of innovation – transparent integration of new systems into an existing, heterogeneous infrastructure

Centralized system management for high service quality – constant overview of management of the system landscape to guarantee short reaction times



→ The solution

Zeppelin is gradually optimizing its heterogeneous data center environment with the help of Fujitsu Siemens Computers but will retain all of the proven benefits of administrative processes already in place. **Using Professional services and ServerView® Suite, the company achieved transparent integration of PRIMERGY blade and rack servers into its existing infrastructure consisting of systems and management solutions from HP® and IBM®.** Despite its heterogeneous IT landscape, Zeppelin can now efficiently monitor the performance of all systems in its data center and quickly react to any problems that arise in the course of IT operation. At the same time, the solution gives the company the flexibility required to improve its data center environment on an ongoing basis and integrate further systems such as the CentricStor virtual tape solution into its IT operations without any problems.

Zeppelin GmbH is the largest sales, service and rental organization in the Europe construction equipment sector and an exclusive partner of Caterpillar Inc. of Peoria, Illinois, the world market leader. Present in Germany as well as in Eastern Europe and Central Asia, the company generated 2006 revenues in the amount of €1.86 billion with more than 4,500 employees. More at www.zeppelin.com

→ Solution components

- Use of ServerView Suite to integrate new systems into the central management system of a heterogeneous environment
- Design, implementation: Zeppelin and Professional Services from Fujitsu Siemens Computers
- Further enhancements: PRIMERGY Blade Server for Citrix terminal services, CentricStor for fully integrated disk-to-disk-to-tape data protection
- Improvement in service levels through automation with Adaptive Services Control Center (ASCC™)

→ Customer benefits

- Short reaction times through simultaneous monitoring of performance of all systems included in heterogeneous environment
- Risk-free integration of innovations into IT operation
- Gradual improvement in economy, reliability and flexibility of IT operation through Dynamic IT Solutions

→ The project

Like many companies, Zeppelin also has a data center environment that has evolved over time. Back when the company was working with IBM systems, Tivoli® was also implemented as a central management solution at the same time. Industry-standard servers from HP were then added thereafter. HP Insight Manager was also installed under Tivoli to manage these servers as well as SAN switches and StorageTek storage systems. Today, however, the PRIMERGY server family from Fujitsu Siemens Computers has become Zeppelin's choice of preference due to the concept behind the products and their convincing price-performance ratio. "After carrying out an in-depth ROI analysis, we chose PRIMERGY servers," explains Robert Stary, Zeppelin's man in charge of IT Systems Operation. "However, it was very important for us to be sure that the systems could be seamlessly integrated into the existing central system management solution and that we would be able to display the entire environment on a screen." Working together with Fujitsu Siemens Computers, Zeppelin developed the desired solution based on ServerView® Suite. Due to the structures in existence within the Zeppelin data center at the time, it was decided in this case to use ServerView Suite to integrate the systems from Fujitsu Siemens Computers into central system management with Tivoli via HP Insight Manager. "The fact that integration was so simple confirmed that we made the right decision when we chose blade and rack server technology from Fujitsu Siemens Computers," says Stary in retrospect. "That meant that we could monitor the entire environment with a single console and oversee the configurations of all systems with a single solution."

→ A record of success

"Despite our heterogeneous data center environment, we can display all the information it takes to manage our systems on a screen. As a result, we were able to upgrade our global business processes through high service quality and extremely short reaction times," says Stary. At the same time, Zeppelin received a host of new options for the strategic development of its IT infrastructure and has subsequently also made intensive use of this potential. Today, approximately 70 percent of the company's capacity consists of industry-standard servers from Fujitsu Siemens Computers, which means Zeppelin is gradually implementing a Dynamic IT infrastructure. In order to improve the eco balance and efficiency at the level of the company's data center even more, the company's current plans call for expansion of the existing Citrix® terminal server farm through the addition of PRIMERGY blade server systems and installation of a high-performance CentricStor virtual tape solution to achieve fully integrated disk-to-disk-to-tape data protection. Finally, plans also call for HP Insight Manager to be completely replaced by ServerView Suite in the medium term.

→ Contact

Fujitsu Siemens Computers
Brigitte Hafrank
Löffelstrasse 40
70597 Stuttgart
Germany
Phone +49 (0) 977-3531
brigitte.hafrank@fujitsu-siemens.com

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

All rights reserved, including intellectual property rights. Technical data subject to modifications and delivery subject to availability. Any liability that the data and illustrations are complete, actual or correct is excluded.

Designations may be trademarks and/or copyrights of the respective manufacturer, the use of which by third parties for their own purposes may infringe the rights of such owner.

For further information see http://www.fujitsu-siemens.com/terms_of_use.html

Copyright © Fujitsu Siemens Computers 08/2007