

greek yellow pages

DATA CENTER REFRESH OPTIMIZES SERVICES

Greek Yellow Pages adapt to market developments and needs and boosts productivity with Cisco Unified Computing

ABOUT THE ORGANIZATION

Greek Yellow Pages is the most trusted and complete business directory in Greece. For over 45 years, it provides the most accurate information to millions of users who are searching for business information, while it also offers integrated digital advertising solutions for Greek businesses. Being Google Premier Partner since 2012, Baidu exclusive partner in Greece and by using cutting edge digital marketing platforms, Greek Yellow Pages is ensuring that great performance and business needs are met with success for any Digital Advertising service provided.

ORIGINAL CHALLENGE

The Greek Yellow Pages IT staff realized that its current server and network infrastructure would require considerable manpower and significant equipment expansion to meet anticipated growth. The network and server teams were already operating at near capacity, had performance issues, very significant data room footprint and considerable power consumption.

So, the need for Virtualization, Server Consolidation and a Scalable infrastructure was more than urgent.

WHY ALGOSYSTEMS

To help ensure a successful upgrade, Mr. Chronopoulos felt it was convenient to cooperate with a single integrator to design a fully compatible solution. Greek Yellow Pages evaluated several companies, but in the end, decided to go with a trusted source: Algosystems, proposing Cisco equipment for the core switching, the Fabric Interconnects and Servers.

THE DEPLOYMENT

The company thought about installing 2U rack-mounted servers. However, having determined that 2U servers would not deliver enough of a reduction in maintenance costs in an integrated virtual environment of moderate size or larger, the company changed its mind and made plans to install blade servers instead and to adopt Cisco UCS.

The networking and server teams worked to begin closing the gap between the network and server infrastructures. They created a new network and server plan based on a Cisco Unified Computing

System and Cisco Nexus Series Switches. Greek Yellow Pages preferred the Intel Xeon E5 v3 processor platforms, because the Intel platform was best suited to the company's development needs and offered versatility across diverse workloads.

The new network infrastructure replaced the existing central switches with minimal disruption to services and a fully transparent way for the users and the management team.

Finally, the new storage infrastructure was part of a new SAN, interconnected over to the new unified core switches and was available both to the new computer infrastructure and the existing one.

For this purpose, the following equipment was selected:

- A pair of Nexus 5596UP switches with the necessary L3 and storage options for network & storage
- A pair of Cisco 6248UP Fabric Interconnect
- UCS 5100 Blade system with 4 Blade servers B200 for computing infrastructure
- EMC VNX series storage for the storage infrastructure.

The interconnection of Fabric Interconnect with Nexus was based on multiple 10G connections overall B / W 40Gbps per Fabric Interconnect. The management of all systems was achieved through Cisco UCS Manager.

RESULTS

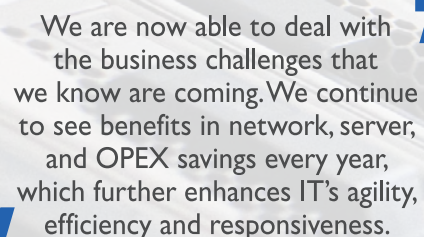
With a standardized, fully integrated data center solution in place, Greek Yellow Pages was well equipped for rapid expansion.

Datacenter footprint was reduced and operations were simplified, with room for future growth.

They achieved nearly a 25 percent reduction in operating costs, because their environment simply performed more efficiently.

A consolidated, virtualized UCS environment offered further benefits in terms of disaster recovery and business continuity.

The network was carried by the Fabric Interconnect, so there were very few cables. The storage network could also be integrated with the Fabric Interconnect, so fewer SAN switches and storage connection cables were needed. Finally, UCS Manager could be used for integrated management of the whole system.



We are now able to deal with the business challenges that we know are coming. We continue to see benefits in network, server, and OPEX savings every year, which further enhances IT's agility, efficiency and responsiveness.

Elias Chronopoulos, IT Director, Greek Yellow Pages