NTT EUROPE ONLINE

A Vertiv™ Case Study

ABOUT THE COMPANY

Optimized Data Center Management, Efficiency and Savings

Company

NTT Europe Online

Business Needs

Optimize the central administration and power management of the devices in its eight data center located all across Europe

Solution

Avocent® ACS advanced console servers

Avocent Power Management Distribution Unit (PM PDU)

Overview

A wholly-owned subsidiary of NTT Europe, NTT Europe Online provides managed hosting, security and application management services to enterprises around the world. With more than 10 years of experience and a proven track record of reliability, NTT Europe Online provides its customers scalable solutions that enable growth as their businesses evolve, while giving them the peace of mind that their Web infrastructures are held in a secure and reliable environment. The key to being able to deliver that secure and reliable environment is the ACS advanced console server and Power Management Distribution Unit (PM PDU) from Avocent that NTT Europe Online leverages to help manage its globally distributed data centers.

> *"With Avocent®, we have found a partner who works with us and can provide what we need, when we need it and to a quality that makes our data centers perform the way we need. We're very happy with the Avocent solution"*
>
> **- CRAIG PENNINGTON, VP OF EUROPEAN OPERATIONS, NTT EUROPE ONLINE**

Performance and Economies of Scale in Data Center Management

With data centers in London, Paris, Geneva, Frankfurt and Madrid, NTT Europe Online needs to be able to: 1) manage its data center operations centrally and remotely in order to minimize the size of its on-site engineering teams; 2) streamline administrative efficiencies; and 3) respond faster and with greater effectiveness to the needs of its customers. As a result, NTT Europe Online uses Avocent ACS advanced console servers to enable its central support team at its London customer support center (CSC) to perform reliable and secure data center management of its IT assets distributed across Europe. Likewise, to enable remote power management and control of its data center servers and equipment, the hosting provider leverages Avocent power management devices.

"We need to run our data centers on a 24/7 basis," says Craig Pennington, VP of European Operations for NTT Europe Online. *"However, to run eight data centers with eight separate support teams would be quite expensive. The Avocent solutions enable us to run them all from one location, giving us a tremendous financial advantage that also saves our customers money. Our customers can have their solutions spread over two or three data centers across Europe, and with Avocent, we can manage them from a single view at our London CSC. The economies of scale we gain with Avocent not only saves on costs, but it increases the performance of our team."*

Significant Man Power Savings

The console servers from Avocent® give the central support team at NTT Europe Online a direct serial management connection to any of its geographically distributed data center servers and equipment.

"Once we have servers racked in the data center, the build engineers, technical architects and the rest of our team can use Avocent to access them remotely, build them and manage them as if they were there on the premises," Pennington says. *"It reduces the number of people required in each data center and keeps them predominantly focused on new builds and physical hardware problems. That alone probably saves us about £ 900,000 a year."*

"Avocent gives us a fantastic way of diagnosing issues," Pennington adds. *"It's as if you are standing in front of the device with a keyboard and monitor. Avocent lets us see exactly what is going on, including entire boot cycles. It lets us connect to any device we need to at any location. It's immediate, and that greatly improves our response time to get onto a server and troubleshoot issues. So, instead of having to create a ticket, gather as much information as we can and then pass it on to an on-site data center technician, we can take care of it centrally in minutes."*

Holistic Power Management

The central management capabilities of the Avocent PM PDUs give NTT Europe Online the ability to manage power usage holistically at all its different data centers.

"The Avocent PM devices help us understand our power consump-tion much better," Pennington says. *"Avocent lets us view power consumption on a pole-by-pole basis for the data centers. That gives us a much more accurate map of how equipment in the data center is burning power, enabling us to make more informed decisions."*

Having a pole-by-pole understanding of its data center power consumption makes it easier for NTT Europe Online to ensure that it never overloads any of its circuits. It also simplifies cooling management requirements to minimize hot spots and more efficiently manage power consumption. To enhance its power management capabilities even further, NTT Europe Online also plans to take advantage of the port-by-port management capabilities offered by the Avocent PM 3000 PDUs.

"The Avocent PM 3000 devices will let us know exactly which pieces of equipment are burning the most power," Pennington says. *"The port-by-port view that the PM 3000 devices will give us will let us see what is actually being used and then graph it out for us. That will be very useful in helping us make calculations on where to position equipment in terms of cooling requirements. It will also enable us to determine underlying costs based on how much power it actually burns."*

Rock-Solid Data Center Design

In summarizing what NTT Europe Online appreciates most about the Avocent solutions as a whole, Pennington states, *"We can't afford to have failures, so reliability is everything to us. The Avocent power strips are rock solid. You can tell they've been designed and built by someone who understands the needs inherent to running a data center."*

Pennington adds, *"Avocent plays a strategic role in the architecture of our data center. With Avocent, we have found a partner who works with us and can provide what we need, when we need it and to a quality that makes our data centers perform the way we need. We're very happy with the Avocent solution."*