



CASE Study

VIRTUALIZE FOR HIGHER AVAILABILITY AND LOWER COSTS

How Service Point USA Boosted Efficiency and Agility in Their Data Center

Service Point USA provides outsourced workplace Managed Print Services, digital and offset printing, archival document scanning, and print fulfillment. They offer services and software that enable their clients to experience greater efficiency in document, print, and information management. Service Point USA focuses on efficiency. That's why when they wanted to optimize their data center they turned to PC Connection—a company with the expertise and knowledge needed to help them meet their goals.

"WE WANTED A SYSTEM THAT WAS GOING TO GROW WITH THE COMPANY AND WOULD ALLOW US TO GET THE MOST OUT OF OUR CURRENT RESOURCES."

**SHAWN DONNELLY,
IT MANAGER, SERVICE POINT USA**

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KEEPING UP WITH TECHNOLOGY

Shawn Donnelly is the IT Manager at Service Point USA in Massachusetts. He wanted to create a more flexible IT environment and worked closely with the PC Connection, Inc. family of companies to make the move to a virtualized infrastructure. Donnelly said, "We reached a point where we had a lot of outdated hardware that wasn't performing up to expectations. We came to a crossroads: either we continue to purchase single physical servers, or we look for a more flexible solution like virtualization. We wanted a system that was going to grow with the company and would allow us to get the most out of our current resources. Virtualization allows us to allocate resources, as needed, to what we have running in house and get more out of our data center."

Donnelly worked with PC Connection to deploy a mix of hardware and software to create a customized virtualized environment. He said, "For hardware we chose an EMC VMX5300 Storage Array, two HP ProLiant DL360p Gen8 Servers, and an HP X1600 NAS Server. For software we chose VMware vSphere® and Veeam Backup & Replication™."

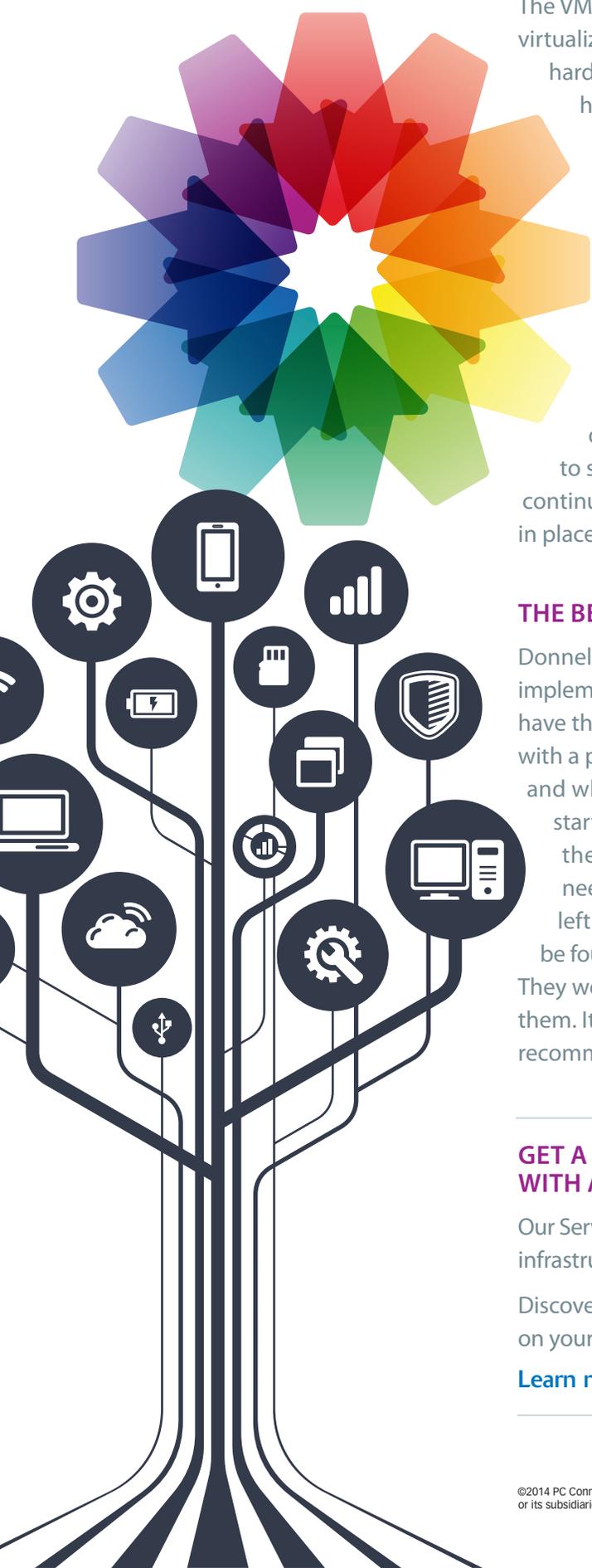
SETTING CLEAR GOALS

Service Point USA had some lofty expectations of the project. Donnelly said, "Prior to the virtualized environment, we experienced quite a bit of downtime due to hardware issues. We were expecting that virtualization with VMware would give us an environment where we wouldn't experience that."

In addition to reducing hardware downtime, Donnelly said, "Another big goal of this project was server provisioning. I was looking for a way to easily deploy new servers as we needed them. VMware has the features I need to have a server up and running within 10–15 minutes. Server management was also important to me. With VMware I can see how my servers are performing and get an understanding of what storage is being allocated and what is being used."

Lastly, Donnelly wanted to extend the life of older applications. "We have in-house software that is a bit outdated; it can't run on some of the newer operating systems. We are using virtualization to extend the life of that software. The end result is that the software is performing better now. We have eliminated the pressure to figure out how to rewrite everything by using virtualization."





IMMEDIATE RESULTS

The VMware vSphere clustering feature is one of the highlights of the virtualization project for Donnelly. He said, "If you have to make a hardware change, you can easily move the virtual machines to another host and cause no downtime to your production servers. I have had to do this a few times. I did it during normal business hours, and I did not hear a peep from a single user about downtime or performance issues. This told me that it works and that PC Connection sized the servers properly for me. I was able to load every guest onto one physical server, and everything ran perfectly." Donnelly was also pleased with the SAN environment that PC Connection recommended as part of the project. He said, "It has made it a lot easier for me to see what I need for storage, what I have for storage, and plan for future growth. I know that I am not going to run out of disk space or resources, and I can grow into the solution. I will be able to save the company money in the long run because we won't need to continually buy new hardware just to provision one server. We will have it in place, and I will have it done in a quicker time than I ever could before."

THE BENEFITS OF A STRONG TEAM

Donnelly speaks highly of the PC Connection services team that helped implement the project. "This was our first venture into virtualization; we didn't have the experience to properly deploy it. We needed someone to come up with a plan. The PC Connection services team told me what I needed to do and what they would do—and they executed the project flawlessly from start to finish. It went perfectly. They have a knowledgeable staff—from the project manager to the technicians who do the work. Anytime I needed them, they were there via a phone call or email, and they never left me hanging. In this day and age many other vendors are nowhere to be found after they make a sale—that was not the case with PC Connection. They were there from design to deployment, and I knew I could depend on them. It was a great experience for me. I couldn't be happier, and I would recommend PC Connection—they definitely get the job done."

GET A JUMPSTART ON VIRTUALIZATION WITH A VALUABLE SERVER ASSESSMENT

Our Server Assessment provides key insights on your existing server infrastructure to help you plan a successful virtualization strategy.

Discover how to optimize your resources and maximize the return on your investment with accurate performance and utilization data.

Learn more at www.pconnection.com/serverassessment1
