

# Russian hosting provider reduces operational costs by around 50 per cent and doubles customer base through automation

- Green efficiency
- Management
- Server consolidation



"Our Dell PowerEdge solution has cut datacentre and server maintenance costs by approximately 50 per cent. This means that we can offer hosting services at much lower prices, and increase our customer base while still making a profit."

*Alex Goncharov, Chief Executive Officer, RUSONYX*



## Customer profile

|            |  |
|------------|--|
| Company:   | RUSONYX  |
| Industry:  | Hosting Solutions                                  |
| Country:   | Russia   |
| Employees: | 25   |
| Website:   | <a href="http://www.rusonyx.ru">www.rusonyx.ru</a> |

## Business need

RUSONYX wanted to provide its customers with a reliable, high-quality service at a competitive rate by lowering operational costs.

## Solution

RUSONYX switched to Dell™ PowerEdge™ servers with redundant power supplies, and integrated Dell Remote Access Controller (iDRAC) Enterprise, protected by Dell ProSupport for IT.

## Benefits

- Server density increased from 200 to about 2,000 domains per server
- Customer numbers doubled with unchanged server footprint
- Running costs reduced by approximately 50 per cent
- Twice as many customers served by same number of IT staff
- Service time cut from one month to around a day with Dell ProSupport for IT

For many small and medium-sized enterprises (SMEs), a hosted solution is the most cost-efficient way to maintain a presence on the web. As demand grows, web hosts must look at how to expand their customer bases while keeping costs under control.

"In the past, we hosted less than 200 domains per server. Now, each of our Dell PowerEdge servers hosts up to 2,000 domains. This is possible because Dell servers offer greater performance, with efficient cooling and redundant power supplies. And they work well with Parallels virtualization software."

*Alex Goncharov, Chief Executive Officer, RUSONYX*

Headquartered in Moscow, RUSONYX is one of Russia's leading web hosts for SMEs. With a fully automated infrastructure, powered by Parallels Virtuozzo Containers and Business Automation solutions, the company offers a full range of dedicated, shared and virtual private server hosting options.

To take advantage of fast-growing demand, RUSONYX needs to price its services competitively. But its 120 servers were low-density with high running costs. The company's main datacentre is located three hours' drive away from RUSONYX's main office and IT staff spent much of their time organising server repairs and travelling to and from the datacentre. With Moscow property at a premium, extending the company's datacentre would be expensive. Alex Goncharov, Chief Executive Officer at RUSONYX, says: "We had frequent server failure – plus, a lack of on-site vendor support compounded these problems. To avoid downtime during repairs, we had to keep several spare servers, which added to our costs."

To solve these challenges, RUSONYX began to look for a more efficient solution. It was essential that RUSONYX's infrastructure comply with Russia's certification requirements, which narrowed the company's options. Says Mr Goncharov: "We contacted four different organisations. Three of them were able to meet some of our needs, but only Dell fulfilled them all, so our choice was straight-forward."

### **Dell helps maximise datacentre efficiency**

Dell showed Mr Goncharov and his team how the company would minimise power use in the datacentre by switching to high-performing, compact and energy-efficient Dell™ PowerEdge™ servers. Dell servers are fully certified by Russia's Federal Agency of Communication and protected by three-year warranties that include Dell ProSupport for IT with Next Business Day On-site Service, which allayed RUSONYX's compliance and reliability worries.

### **Technology at work**

#### **Services**

Dell ProSupport for IT  
– Next Business Day On-site Service

#### **Hardware**

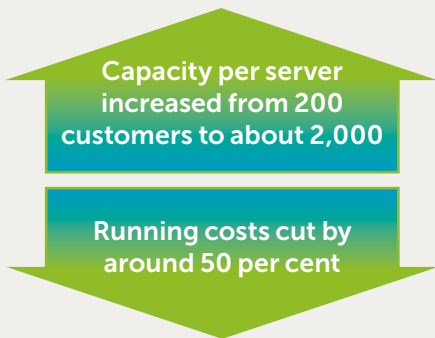
Dell™ PowerEdge™ R610 servers with Intel® Xeon® Processors 5500 series

#### **Software**

Integrated Dell Remote Access Controller (iDRAC) Enterprise  
– Lifecycle Controller

Parallels Virtuozzo Containers server software

Parallels Business Automation  
– Enterprise



“Dell invited us to a seminar where it showed us its energy-efficient servers. It was obvious that we would benefit from standardising our entire infrastructure on Dell technology,” says Mr Goncharov.

RUSONYX opted for a gradual upgrade, initially replacing 50 of its 120 servers, with plans to replace the remainder at the end of their lifecycles. The company has taken advantage of advances in Dell and Intel technology to upgrade to low-profile Dell PowerEdge R610 servers with Intel® Xeon® Processors 5500 series. These are ideal for use with Parallels Virtuozzo Containers and Business Automation solutions because they’re optimised for performance, while the IT team benefits from Dell’s system commonality to deploy each server quickly. Says Mr Goncharov: “Standardising on Dell infrastructure means that we understand our technology and can upgrade easily from one generation to the next.”

**Capacity per server increased from 200 customers to about 2,000**

Because the Dell PowerEdge servers deliver much greater performance than RUSONYX’s previous solution, and, in conjunction with Parallels, the company can take on substantially more business without adding extra machines. Mr Goncharov says: “In the past, we hosted less than 200 domains per server. Now, each of our Dell PowerEdge servers hosts up to 2,000 domains. This is possible because Dell servers offer greater performance, with efficient cooling and redundant power supplies. And they work well with Parallels virtualization software.”

**Customer numbers doubled with unchanged server footprint**

The density of Dell’s server solution means that RUSONYX optimises the limited floor space in its datacentre. In this way, the company avoids paying high prices for more space, while at the same time significantly increasing turnover. “With Dell PowerEdge servers we doubled our number of corporate customers from 2,000 to 4,000, without increasing the footprint of our infrastructure. Reliable, powerful servers and automation of business operations are vital to our success,” says Mr Goncharov.

**Energy consumption cut by 25 per cent**

Since replacing its previous machines with Dell PowerEdge servers, RUSONYX has cut power consumption by 25 per cent and thus reduced its operational costs. Dell PowerEdge R610 servers feature Energy Smart technology that is designed to reduce power consumption while increasing performance capacity. They come with Intel Xeon Processors 5500 series that automatically adjust server performance in line with the company’s application needs. Together they help RUSONYX consume energy more efficiently and minimise its carbon footprint. Mr Goncharov says: “The latest PowerEdge R610 servers are extremely energy efficient and cut our energy consumption by 25 per cent. This means we save money on energy consumption in the datacentre.”

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## Running costs cut by approximately 50 per cent

In the past, RUSONYX carried out maintenance on each server once a month. Now, this has been reduced to once a year and can be done remotely using integrated Dell Remote Access Controller (iDRAC) Enterprise. Since Dell's servers are more reliable and fully supported, the company no longer keeps an expensive stock of spare servers. Mr Goncharov says: "Our Dell PowerEdge solution has cut datacentre and server maintenance costs by approximately 50 per cent. This means that we can offer hosting services at much lower prices, and increase our customer base while still making a profit."

## Twice as many customers served by same number of IT staff

Since working with Dell, RUSONYX has expanded its business without employing additional IT staff and instances of server issues are now rare. However, when servers need to be serviced, staff no longer have to waste time travelling to the datacentre to remove machines and bring them to the vendor for repair. Mr Goncharov says: "Thanks to Dell ProSupport for IT, Dell technicians provide the service on-site within the next working day. We have much greater peace of mind and have been able to serve twice as many customers with the same IT team."

The Dell Lifecycle Controller embedded in the blade servers help RUSONYX save even more staff time because monitoring and software upgrades can be carried out remotely, without a member of staff travelling to the datacentre. "Dell's PowerEdge server solution with the Lifecycle Controller is so reliable and easy to manage that we save hours a month on monitoring and maintenance," says Mr Goncharov.

## Service time cut from a month to a day with Dell ProSupport for IT

In the past, RUSONYX generally had to carry its servers to a service centre, often waiting weeks for servers to be repaired and carry them back to the datacentre. Now, thanks to Dell ProSupport for IT with Next Business Day On-site Service, the IT team knows any issue will be dealt with swiftly. Mr Goncharov says: "Before Dell ProSupport, we had to wait up to a month for servers to be serviced properly, so we were forced to keep hot spares as backup. Now, we know that Dell will send replacement spare parts within 24 hours. This gives us peace of mind that our business continuity is protected at all times."

For more information go to:  
[dell.com/casestudies/emea](http://dell.com/casestudies/emea)

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