



Reliable Server Solutions Vital to Small Business Success.



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A reliable server solution and the support of a good technology partner such as Dell is essential for the internet service provider and web host, Lindemann Media.

When friends of equestrian sports want to know who has won the CHIO Aachen Grand Prize, or which horse will be performing at the Federal Championships in Warendorf, they can find out by watching "ClipMyHorse.TV" a live internet broadcast for equestrian sports and breeding in Germany, Austria and Switzerland, a specialised service hosted by Lindemann Media.

The company, based in Velbert, Düsseldorf, specializes in internet services and has been active in the market since 2006. Lindemann Media provides Web 2.0 applications and web hosting services for small and medium companies such as ClipMyHorse. Today, many consumers in Germany use its Web 2.0 applications and many SMEs run on Lindemann's servers.

"A consistent server solution is vital to our business and as a result we depend heavily on working with a reliable technology partner. We can't just go out and order another server if anything goes wrong. We have to keep our service up and running at all times. We need to be safe in the knowledge that if a problem occurs, we won't have to wait a week to get a spare part."

Lindemann Media used to build its own servers so knows from previous experience that any server solution needs to be consistent. "Previously we built our own servers but often found that the motherboard was not compatible with the other components. When we expanded into web hosting we knew that we would require a server solution that had been extensively tested and would enable us to implement an IT virtualization strategy in our datacentre. As a growing business we needed to eliminate any unnecessary hardware and maintenance costs and virtualization enabled us to run multiple applications on one server and increase the available space for storing data."

Great for compute-intensive applications in a small space

Dell's 11th Generation Power Servers are easy to deploy, use and manage. Those responsible for IT only need to learn how one 11th Generation Power Server works on order to be able to understand them all. Customers can choose the level of management they require as well as customize the number and type of hard drives and processors they want along with the memory configuration. Six Dell PowerEdge R410 and R510 servers are currently in use at the Lindemann office.

The Dell PowerEdge R410 is a powerful rack server that is great for compute-intensive applications in data centres, and where space is at a premium. The fast locking and unlocking of the rack server and the convenient placement of interface ports enables an easy installation. In addition, the PowerEdge R410 offers an internal cable routing for efficient airflow and easy maintenance.

The LCD display on the front provides easy access for inspection and maintenance. The Dell OpenManage systems management solutions can reduce several steps to one single step, and provides the basics for automated operations. The tool function includes a single console interface that's compatible with technology from other partners, and thus enables efficient software and system management.

Last but not least, the server runs on an energy saving technology, which reduces power consumption while increasing performance.



The Dell PowerEdge R510 is specifically designed for the needs of SMEs in terms of performance, capacity and a simple system administration. It provides a system compatible design, high reliability and clever cable routing allows easy access to all components and allows airflow through the system. The PowerEdge R510 is quiet and comes with an interactive LCD screen or a LED display on the front, for easy monitoring. Integrated as a chip in the Lifecycle Controller, the typical administrator tasks are simplified. Because of this, it offers comprehensive management capabilities including system deployment, system updates, hardware configuration and diagnostic functions in an intuitive user interface outside the operating system. Thanks to this, it's not necessary to maintain the use of different CD's or DVD's.

Complete redundantly configured data centre

Why did Lindemann Media choose Dell as its technology partner? Lindemann's managing director explains:

"Dell has delivered a certified and highly integrated server solution combined with 24x7 support which means that we can be certain that we'll be able to get spare parts from them in case of an emergency. This was a deciding factor in our decision to purchase our equipment from them".

Lindemann's data centre is designed completely redundant – from the power supply, to the internet connection, to the virtual servers. The VMware servers allow the company to include a so-called 'automatic failover': if a physical server causes problems, the virtual server can step in and take over. It can automate the redundant virtual servers that are located on different physical machines. Thanks to virtualization, Lindemann Media can also carry out maintenance work, for example applying patches, without a disruption to its on-going operations. "Last year we had an uptime of 100% in our data centre"

Lindemann Media has been working with Dell for over six years, during that time Lindemann has not experienced any problems with its server solutions, they have proved to be extremely reliable. Lindemann also has Dell desktop computers and

recommends Dell as a technology partner to its own customers. Moreover, the first Dell server that Lindemann Media purchased in 2007 is still running. It's now used for backups and testing.

About Lindemann Media

Based in Velbert, Düsseldorf, the company has been active in the market since 2006 and specializes in internet services including customer applications including ClipMyHorse and web hosting services for SMEs in Germany.