Grupo Posadas achieves 1.61 million USD ROI in 33 months with Dell server virtualization solution

"We had to look for a solution with known business benefits. We choose Dell Professional Services and Dell servers."

Eros Humberto Guillen Urbina, Subdirector de Infraestructura Tecnológica, Grupo Posadas S.A.B. de C.V.

Customer profile

POSADAS

Company	Grupo Posadas S.A.B. de C.V.
Industry	Travel, Hospitality and Tourism
Country	Mexico
Employees	15,500
Web site	posadas.com

Challenge

To maintain its world-class resources and continue to provide critical services for the hotel business, Grupo Posadas needed to upgrade its data center without making large hardware investments. Seeking to align IT with corporate goals, the IT group needed to reduce costs while optimizing management and maintaining a robust and efficient server and storage solution.

Solution

Posadas implemented a virtualized server environment using Dell™ PowerEdge™ R900 servers with Intel® Xeon® processors and VMware virtualization and cluster technology. The servers connect with Dell Fibre Channel networked storage systems and Dell EqualLogic™ iSCSI SANs.

Benefits

• 1.61 million USD ROI in 33 months with virtualization due to not having to buy 230 physical servers
• Avoidance of 275,000 USD expansion of data center

Application areas

• Clustering
• Consolidation
• Converged Infrastructure
• Dell Systems Management
• Desktop Computing
• Power & Cooling
• Storage/Storage Consolidation
• Systems Management—Client
• Virtualization—Server

From posh beach resorts to bustling cities, Mexico is famous for its warm hospitality. Grupo Posadas has taken up that tradition to become the largest hotel chain in Latin America, with 115 hotels in Mexico and South America and 17,000 guest rooms. It owns nine brands that cater to all the major hotel markets, ranging from business travelers on the go to vacationers seeking the ultimate luxury in surroundings and services. Founded in 1970, Posadas has 15,00 employees with its main data centers in Mexico City and Morelia, Michoacan.

Data center at 90% capacity
Grupo Posadas had a dynamic and expanding data center running hotel lodging software and other mission critical applications for its corporate environment such as Microsoft Active Directory, Oracle WebLogic Server, application servers and in-house developed applications in Red Hat Enterprise Linux and Windows Server 2008 R2. With 120 servers and 100 terabytes of Fibre Channel and iSCSI storage, the data center was at 90 percent capacity.

To maintain its world-class resources and continue to provide critical services for the business, Posadas needed to upgrade its data center without making large hardware investments. In fact, to align IT with corporate goals, the IT group needed to reduce costs while optimizing management and maintaining a robust and efficient server and storage solution.

Facing six-figure expansion of data center
However, an upgrade with physical servers would have required purchasing 230 1U servers occupying six 42U racks, and enlarging the data center to accommodate the new hardware at a cost of 275,000 USD, just for the data center construction alone.

Technology at work

Services
Dell™ ProSupport

Hardware
Dell networked storage systems

Dell EqualLogic™ iSCSI SANs models PS 6000E and PS6000XV

Dell PowerEdge™ R900, R910 servers with Intel® Xeon® processors 7400 series

Software
Microsoft® Active Directory®

Microsoft Exchange Server 2007

Oracle® WebLogic

Red Hat Enterprise Linux®

VMware® Converter

VMware Distributed Resource Scheduler

VMware High Availability

VMware vCenter LifeCycle Manager™

VMware vSphere™

Windows Server® 2008 R2

"The expansion of our data center infrastructure required that we seek solutions that would support continued business growth, without increasing operational costs," says Eros Humberto Guillen Urbina, subdirector de infraestrura tecnológica, Grupo Posadas, S.A.B. de C.V. We decided to virtualize our servers using PowerEdge R900 and R910 servers, VMware and Dell storage."

With a ratio of 58:1 virtual machines to physical machines, Grupo Posadas has the cost-saving server virtualization solution it needed. It has virtualized Microsoft Active Directory, Oracle WebLogic, open source application and data mining applications. Oracle and Microsoft SQL Server databases run on physical machines.

Grupo Posadas has a 10-year relationship with Dell using Dell OptiPlex desktops, Dell Latitude and Precision notebooks and Dell PowerEdge servers. "From the start, Dell has proven to be more than just a business partner. We update an average of 400 pieces of equipment per year and employ Dell Professional Services for our business planning and other needs," says Guillen Urbina.

Clustering for high availability

Grupo Posadas implemented a clustered environment for redundancy and high availability using Dell PowerEdge R900 servers with Intel Xeon processors 7400 series and VMware virtualization technology and VMware High Availability. The company uses VMware Distributed Resource Scheduler to balance its computing resources in alignment with its business goals. The servers connect to Dell SANs and two Dell EqualLogic PS6000E and PS6000XV iSCSI SANs. Tiering data between SAS and SATA disks saves the company 70 percent of its storage costs.

The IT group uses VMware vCenter LifeCycle Manager to standardize the way virtual machines are requested, deployed and decommissioned. They also use Dell Client Manager to manage client PCs and notebooks, and identify, inventory and add computers to the pool of managed resources. Dell Client Manager helps the team configure or update the BIOS of multiple computers simultaneously and monitor the health of key computers or computer sub-components.

To protect its investment and make sure that no failure jeopardizes the operation of the hotels, Grupo Posadas purchased Dell ProSupport for three years, providing telephone support five days a week during business hours or the next business day on site.

1.61 million USD ROI in 33 months

The solution is already in production and has generated a 1,020 percent return on investment, or 1.61 million USD in 33 months. This includes savings on physical machines alone.

"We want to be able to adjust in order to align IT with the business objectives of Grupo Posadas and be more efficient, productive and responsive in the solutions we offer to the company. The technological solutions we have acquired through Dell enable us to help enable the vision of the business."

Eros Humberto Guillen Urbina,
Subdirector de Infraestructura Tecnológica,
Grupo Posadas S.A.B. de C.V.

"We had to look for a solution with known business benefits. We choose Dell Professional Services and Dell servers," says Guillen Urbina.

Future investment plans with Dell include the purchase of a new cluster of Dell PowerEdge R910 servers and VMware to build a private cloud for Grupo Posadas, as well as the possibility of virtualizing the hotel booking application.

"We want to be able to adjust in order to align IT with the business objectives of Grupo Posadas, and be more efficient, productive and responsive in the solutions we offer to the company," says Guillen Urbina. "The technological solutions we have acquired through Dell enable us to help enable the vision of the business."

View all Dell case studies at dell.com/casestudies