Turning the data flood into a business advantage

ICM Netsystems establishes an open networking data superhighway, boosting innovation by 20 per cent and enhancing business growth by 35 per cent

The IT infrastructures of the future will have to cope with a lot more data. Businesses have already seen a significant rise in the quantity of traffic from virtualization, and these volumes are only going to increase. It's the companies that develop efficient, easy-to-manage superhighways for transporting the data that will succeed down the line.

Handling the data deluge
ICM Netsystems, based in Barcelona, had these superhighways in mind when it looked to develop the data centre underpinning its customer services. The company offers a portfolio of products and services ranging from on-demand streaming to secure cloud-based storage and virtual private networks. Iñaki Calvo, CEO of ICM Netsystems, says: "We constantly ask ourselves how we can improve our products and services for customers. Innovation is key for us."

Scalability becomes the necessity
To keep at the cutting edge of innovation, ICM Netsystems needed to be ready for the data deluge from continued virtualization. And of the key elements of its infrastructure, networking was a concern. It couldn't scale or deliver the automation to efficiently handle massive amounts of data. "We needed at least a 10 gigabit Ethernet [GbE] backbone to support our servers and storage," says Calvo. "We wanted to make sure our network was future-ready."

ICM Netsystems turned to Dell, which was already a trusted IT solution provider. Calvo says: "We were comfortable working with Dell because of our experience of its technology. We were keen to see what Dell Networking had to offer."

Business need
Data is growing exponentially, presenting new opportunities and challenges to service providers. ICM Netsystems wanted to future-ready its network to seize these opportunities.

Solution
The company chose a Dell open networking solution based on Dell Networking S6000-ON switches with 10 to 40 gigabit Ethernet speeds supported by Dell PowerEdge with Intel® Xeon® processors.

Benefits
- Easier development inspires 20 per cent more innovation
- Scalability helps drive 35 per cent greater business growth
- Open networking means 50 per cent more infrastructure flexibility
- IT personnel see a 20 per cent increase in management efficiency
- Company measures 45 per cent improvement in switch performance

Solutions at a glance
- Open Networking
- Servers
- Enterprise Support

"We've boosted innovation by 20 per cent and can extend our portfolio more easily thanks to our Dell open networking solution."

Iñaki Calvo, CEO, ICM Netsystems

The joy of a 40GbE backbone

The goal was to deploy an open networking solution. It would help ICM Netsystems realise the full capabilities of its Dell hardware while avoiding any vendor lock-in. IT personnel could also choose a preferred Linux-based operating system (OS) for the switches to simplify management. "We gained a solution that met all of our priorities," says Calvo. "We chose Dell S6000-ON 40GbE open networking switching with the Cumulus Networks Linux OS to deliver our future-ready data centre."

Business flexibility increases 50 per cent

Using its in-house expertise, ICM Netsystems implemented the switches along with a small number of Dell PowerEdge R630 and R730XD servers with Intel® Xeon® processors for the data centre. It chose Dell ProSupport to help maximise the performance of servers and switches. "We found the price and performance of Dell Networking S6000-ON 40GbE switches to be unbeatable. Indeed, the combination of multiple 40GbE and 10GbE ports has increased our flexibility by 50 per cent compared with our previous solution," says Calvo.

Networking performance rises 45 per cent

ICM Netsystems quickly benefitted from the Dell Networking solution. "We saw an immediate increase in performance of 45 per cent over the networking switches we used in the past," comments Calvo.

A better way of working with 20 per cent greater efficiency

In addition, the move to an open networking architecture simplified management significantly. According to Calvo, the transition allowed the company to develop a protocol that simplifies on-boarding and managing customer environments. He says: "We've easily increased management efficiency by 20 per cent with our Dell Networking S6000-ON switches."

ICM enhances innovation by 20 per cent

Importantly for Calvo, ICM Netsystems now has the tools it needs to create the data superhighways of the future, delivering new products and services efficiently through its data centres. "We've boosted innovation by 20 per cent and can extend our portfolio more easily thanks to our Dell open networking solution," he comments.

The bottom line: 35 per cent greater business growth

Calvo talks about the freedom to drive business expansion even more now that the Dell Networking S6000-ON switches are in place. He says: "We can make tailored solutions for each customer without thinking about our base infrastructure. In the future, it will be key to respond faster to customers and seize new business opportunities. We are future-ready with our Dell networking solution."

Products & Services

Services

Dell ProSupport

Hardware

Dell PowerEdge R630 and R730XD servers with Intel® Xeon® processors

Dell Networking S6000-ON switches

Partner

Cumulus® Linux® network OS

Intel Inside®. Powerful Data Center Outside.

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