

Be your own

Chief Cloud Officer

Real-world examples of using the cloud to compete and grow

Agility is the name of the game today. Business requirements, workflows and IT continue to evolve at a steady pace. To stay competitive and fuel growth, organizations need the right combination of infrastructure, software and services that they can quickly scale to support new demand. This need for enhanced flexibility and efficiency is what's driving the migration to cloud infrastructures.

Whether you're building a cloud for the first time or migrating from one type of cloud to another, you can get the infrastructure and services you need from Dell Cloud Solutions. Offerings include comprehensive management tools, software, services and hardware powered by Intel® technologies.



Intel Inside®.
Powerful Cloud Outside.



Customers are achieving more with Dell Cloud Solutions

With Dell Cloud Solutions, you can create a cloud that's right for you:



Private



Public



Hybrid

As your business needs change, you can evolve your Dell Cloud Solution accordingly, adding technologies, replacing services, removing components or even changing your cloud's design. The choice is always yours.

Stay agile with a Dell Cloud Solution so you can:



Control your path

Accelerate innovation by establishing a fast and simple path to a private or hybrid cloud you create to reduce risk, grow your business and deliver value to customers in current and new markets, using modular building blocks from Dell.



Know your costs

Increase insight and control so you can improve value to customers, boost return on investment and reduce total cost of ownership by using Dell tools to streamline tasks such as building a cloud platform, automating processes, monitoring performance and delivering on-demand services.



Future-proof your business

Gain flexibility and a variety of choices with end-to-end Dell offerings that can inter-operate with existing and future technologies and services, so you can use best-of-breed innovation from user device to the cloud — on your terms.

Curious about your options?

The following pages give quick snapshots of how three different organizations determined which type of cloud to implement as well as the outcomes of their choices.





Zenovia Exchange

“We boosted our processing capacity by almost 10 times by migrating from the public cloud to one of our own, powered by Dell. In turn, that helped increase our revenue by 1,000 percent.”

Dwight Ringdahl,
Founder & CTO, Zenovia Exchange

Zenovia Exchange facilitates millisecond-fast auctions between website publishers and advertisers to determine which ads display on web pages served up on devices around the globe. Before its new solution, Zenovia was managing 60,000 auctions per second and 20 billion ad requests each day using a public cloud.





Cut nearly \$300,000
a month in
public-cloud expenses

Why was Zenovia's previous public cloud restricting competitiveness?

- Unexpected costs crippled innovation: its monthly cloud-services bill abruptly increased from \$260,000 to \$400,000.
- Online auctions weren't consistently fast or reliable because the cloud provider's infrastructure wasn't designed to support Zenovia's proprietary real-time-bidding (RTB) platform.
- The company lacked capital to reinvest in the business.

To drive growth, Zenovia needed to:

- Reduce costs.
- Provide customers with rapid, reliable auctions regardless of traffic volumes.
- Be able to afford its own globally dispersed high-performance infrastructure.

Zenovia now knows its costs...

By building a private cloud, Zenovia:

- Cut nearly \$300,000 a month in public-cloud expenses.
- Saved millions of dollars in capital expenses by leasing equipment.
- Avoided \$200,000 in appliance costs by developing a load-balancing solution.



Boosted revenue
by **1,000%**

Is controlling its path...

Migrating from a public to a private cloud gives Zenovia:

- The insight it needs to identify and plan for evolving requirements.
- More reliable services.
- Faster performance of its RTB platform because it can now choose the right infrastructure.



Scaled the number of
auctions it processes from
60,000 to **600,000**

Cloud choice

Zenovia chose to migrate from a public to a private cloud because it could then:

- Increase insight and control over costs.
- Use an infrastructure that delivers optimum performance for its RTB platform.
- Ensure high availability for its customers.

The new solution from 5,000 feet

- The RTB platform now runs on a private cloud supported by Dell servers powered by Intel® Xeon® processors and InfiniBand switches.
- Infrastructure resides in colocation data centers in New Jersey, California, the Netherlands and Singapore.
- Equipment is leased from Dell Financial Services.

And has future-proofed its business

Zenovia can now manage more auctions and drive growth because it:

- Boosted revenue by 1,000%.
- Scaled the number of auctions it processes from 60,000 to 600,000 per second.
- Can now generate 2.5 billion records per second.



Can now generate
2.5 billion records
per second





“Through our virtual data center model, customers ... can access the infrastructure from any location, which makes it a true e-learning approach without any limitations.”

Shivajee Sharma,
President and CIO, IIHT Cloud Solutions Pvt. Ltd.

IIHT

Each year, IIHT teaches 60,000 IT professionals how to build and manage private clouds from its 200 training centers. To facilitate hands-on learning, IIHT provides three machines per student – or 60 machines per class. This added up to 180,000 machines per year.





Reduced TCO
by **40%**



Cut storage costs
by **80%**



Provision a 60GB lab
scenario **75% faster**



Educate **20,000**
students simultaneously

Why was IIHT's previous infrastructure restricting competitiveness?

- It took too long to configure environments. To prepare for each class, three engineers had to work collectively for 48 hours.
- Overhead costs were unsustainable: IT maintenance was responsible for 70% of class costs.
- Adding more training sites was financially and logistically impossible with the existing model.

To drive growth, IIHT needed to:

- Provision IT for classes faster.
- Reduce costs.
- Offer classes in more locations.

Cloud choice

IIHT wanted to use a public cloud but it couldn't find a service that could meet its needs. Recognizing other education providers have similar IT challenges, IIHT launched IIHT Cloud Solutions to provide public cloud services tailored for education providers. By using these public cloud services, IIHT:

- Can focus on helping students rather than managing its own infrastructure.
- Is more agile because it can instantly get the IT needed to support new sites, classes and students.

The new solution from 5,000 feet

- An end-to-end Dell infrastructure that uses Intel® Xeon® processors.
- A software-defined network (SDN) that engineers manage from a single console.
- Virtualized servers that engineers can provision in near-real time.

IIHT now knows its costs...

By building public cloud services, IIHT:

- Reduced TCO by 40%.
- Can offer customers hourly training options versus just full-day classes.
- Cut storage costs by 80%.

Is controlling its path...

Because IIHT Cloud Solutions can ramp up capacity on demand, IIHT can now:

- Provision a 60GB lab scenario 75% faster.
- Launch new curriculum quicker – in just 15 days.

And has future-proofed its business

IIHT can now add more classes in more locations faster because it:

- Can educate 20,000 students simultaneously.
- Can support 65% growth in six months.
- Will be able to train more than 100,000 IT professionals each year at locations around the world.





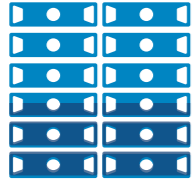
LeGuide.com

“Many people said this was ‘mission impossible.’ But Dell’s response was, ‘No problem, we can do it.’”

Mohammed Bellamine,
Chief Operating Officer, LeGuide.com

Shopping-comparison website LeGuide.com also owns and operates the shopping portal Ciao. LeGuide.com must ensure that consumers in 14 countries enjoy millisecond-fast response times while shopping on both sites, regardless of traffic or time of day.





Reduced physical servers by **40%**



Achieve HIGH levels of **Security**



Add services **Quicker**



Drive **Growth** with less effort

Why was LeGuide.com's previous infrastructure restricting competitiveness?

- It took too much time to manage the disparate IT that supported both sites.
- High data center costs left little money to fund innovation.
- IT personnel couldn't easily scale infrastructure to rapidly support traffic spikes or new services.

To drive growth, LeGuide.com needed to:

- Facilitate quick and easy browsing experiences for customers on both sites.
- Quickly update the websites with new looks and products to keep customers engaged.
- Protect customers' data.
- Reduce complexity.

Cloud choice

LeGuide.com chose to build a hybrid cloud because it could then:

- Manage core infrastructure and sensitive data on-site.
- Achieve hyper-fast scale when needed using a public-cloud infrastructure.
- Minimize costs by avoiding overprovisioning.

The new solution from 5,000 feet

- End-to-end infrastructure based on offerings from Dell and Intel.
- When traffic spikes demand more physical compute and storage, additional resources are provisioned automatically from Quadria, a public-cloud service provider and Dell Partner.
- LeGuide.com customizes and manages its private cloud using a virtual layer supported by technologies from VMware, Microsoft and CentOS.

LeGuide.com now knows its costs...

By building a hybrid cloud, LeGuide.com:

- Saved money and boosted efficiency by reducing physical servers by 40%.
- Increased resource utilization and IT simplicity.
- Made use of existing technologies.

Is controlling its path...

Because LeGuide.com now collaborates with Quadria to deliver cloud services, it can:

- Ramp up capacity on demand to support sudden traffic spikes.
- Achieve high levels of security.
- Accelerate the merging and consolidation of its disparate infrastructures.

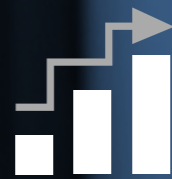
And has future-proofed its business

LeGuide.com is ready to deliver the products and information its customers seek because it can now:

- Add new services quicker.
- Drive growth with less effort.
- Deliver consistently fast shopping experiences for customers on LeGuide.com and Ciao.com.



In a recent study, Forrester Consulting found that companies that implemented an on-site Dell Cloud Solution powered by Intel® achieved:



More than **\$4.3 million** in software, storage and networking savings over three years



As much as **10% time savings** for IT management and support



111% ROI and over **\$7 million** net present value in three years



View All Dell Case Studies at Dell.com/CustomerStories

[Learn more about Dell cloud offerings here](#)

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