

Sports media services provider upgrades IT to boost performance and aims to raise productivity by around 50 per cent



- Data consolidation and management
- **Green efficiency**
- Migration
- Mobility
- Standardisation
- **Virtualization**



"We expect to see our IT staff become around 50 per cent more productive, thanks to our server upgrade."

Rauno De Pasquale, IT Manager, deltatre

Customer profile

Company:	deltatre
Industry:	Technology
Country:	Italy
Employees:	300
Website:	www.deltatre.com

Business need

With downtime not an option, deltatre invests regularly in emerging technology. This gives staff access to reliable IT, and provides its sports clients with a seamless service.

Solution

The company worked with Dell on an infrastructure refresh consisting of virtualized **Dell™ PowerEdge™ servers**, consolidated storage and **Microsoft® Exchange Server 2010**.



Benefits

- **Maximum uptime for reliable, real-time performance demands**
- **Mobile freedom that doesn't compromise security**
- **Around 15 per cent lower purchase costs compared with other solutions on the market**
- **Easier management set to raise IT team productivity by around 50 per cent**
- **Trusted support ensures a smooth transition**

deltatre provides broadcast and digital media services – including operational, technology and consulting support – to sports federations and television broadcasters. With 300 full-time employees and a support network of around 100 consultants, its extensive portfolio helps organisations share the live sport experience with fans across the globe. Deltatre’s customers include UEFA, FIFA, IRB, the BBC, NBC, BSKyB, Eurosport, TF1, Terra and Al Jazeera.

“The implementation of the project took just 15 days – it would have taken an extra month without Dell’s support and training.”

*Stefano Pagliuca,
IT Services, deltatre*

With 25 years’ experience, deltatre knows that a secure, highly available IT infrastructure is critical to the services it provides. The company’s workforce is highly mobile, with employees regularly travelling to sports events worldwide. As a result, reliable mobile technology and seamless access to data and IT support are critical.

Prior to choosing Dell, deltatre assembled its own servers. But in 2001 it decided to purchase servers, and went on to evaluate offerings from Compaq, IBM, Fujitsu Siemens and Dell. Rauno De Pasquale, IT Manager at deltatre, says: “We chose Dell because of its complete solution portfolio and fast implementation and deployment times.”

Since then, deltatre has gradually standardised its entire server and storage infrastructure on Dell. This consists of [Dell™ PowerVault™](#) solutions for storage, [Dell PowerEdge™ servers](#) virtualized with [VMware](#), and an email infrastructure based on [Microsoft® Exchange Server](#). In 2006, it replaced its IBM and Fujitsu Siemens laptops with [Dell Latitude™ E6410 laptops](#). The company’s workforce also uses [Dell OptiPlex™ 780 desktops](#). This homogenous environment simplifies management and helps reduce total cost of ownership.

A smooth transition and end-to-end support with Dell

Stefano Pagliuca from IT Services at deltatre, says: “In our experience, Dell solutions have always been reliable. They also offer exceptional quality.” On average, Dell solutions cost around 15 per cent less – taking both purchase and support costs into consideration – than comparable offerings from competing providers.

As part of a long-term virtualization project, deltatre deployed Dell PowerEdge R710 servers with Intel® Xeon® processors 5620 and 5650 for greater virtualization and database performance, and also upgraded to VMware® vSphere™ 4 server software. Its highly skilled IT team managed the implementation internally. For its latest project, deltatre attended a workshop with [Dell Education Services](#) to learn

Technology in practice

Services

[Dell Configuration and Deployment Services](#)

– [Hardware Customisation Services](#)

[Dell Education Services](#)

Dell Support Services

– [Dell ProSupport™](#) with Mission Critical

Hardware

[Dell™ PowerEdge™ R710 servers](#) with Intel® Xeon® processors 5620 and 5650

[Dell PowerVault™ MD3000 modular disk storage arrays](#)

[Dell Latitude™ E6410 laptops](#) with Intel® Core™ processors

[Dell OptiPlex™ 780 desktops](#) with Intel® Core™ 2 Duo processors

Software

[Microsoft® Exchange Server 2010](#)

[VMware® vSphere™ 4 server software](#)



about the benefits of migrating from Microsoft Exchange Server 2003 to Exchange Server 2010. It chose Dell services for this project because it wanted to reduce the in-house technical work and training the project would require.

Dell consultants worked with Pagliuca and his colleagues during the design and delivery phases, offering both remote and onsite support. The external expertise significantly shortened deployment time and minimised possible risks, resulting in a smooth and rapid rollout. With Dell's extensive training, deltatre was able to start managing the solution without assistance.

"The implementation of the project took just 15 days – it would have taken an extra month without Dell's support and training," says Pagliuca. "With Dell, implementation and deployment times are faster and involve fewer risks."

Greater reliability and business continuity

De Pasquale says: "Dell provides the reliability we need. We're confident that all critical systems offer maximum reliability, helping to guarantee both uptime and fast recovery in case of any problems. Disks failures are extremely unlikely."

deltatre provides simultaneous live video streams, data gathering, player tracking and commentator information systems – all of which rely on fast access to data and high uptime. Any bottlenecks or downtime would impact heavily on service quality, and could result in loss of revenue and damage to corporate reputation.

The 10 Dell PowerEdge R710 servers provide enhanced memory, higher virtualization performance and greater I/O capacity. This allows deltatre to easily manage the peak activities critical to its external services.

Five Dell PowerVault MD3000 modular disk storage arrays were implemented to consolidate storage. These are easily expandable to accommodate future needs. The IT team can also manage them from a single interface, which streamlines the management and maintenance of storage as it scales.

Maximum mobility and centralised communications

With a highly mobile workforce, and offices in Turin, London, Lausanne, Paris and New York, consistent communication tools worldwide are essential for deltatre.

The move to Exchange Server 2010 helps meet the company's demand for greater mobility. With enhanced archiving capabilities, and new features such as database availability groups and online mailbox moves, IT administrators can more easily implement mailbox resiliency with database-level replication and failover. Deploying Exchange Server 2010 in a virtualized environment provides a highly available and reliable platform.

Microsoft Exchange Server 2010 makes users more efficient by giving them the freedom to access all of their communications – including email, voice mail and instant messaging – securely. As a result, staff can communicate more effectively with colleagues and clients, and also have access to larger mailboxes.

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IT Services, deltatre*

"We can't afford for our staff to be cut off from colleagues when they're working with clients at high-profile events. And they want to use one device, not several. Migrating to Exchange Server 2010 with Dell has given our staff the flexibility and reliability they need. They now use their Dell Latitude laptops to make calls, access email and send instant messages," says De Pasquale. Tight interoperability with other Microsoft enterprise products also improves collaboration.

As remote communications increase, deltatre also needs to consider the protection of its email and other critical data. De Pasquale says: "The solution offers high security for our mobile email users. With the latest release of Exchange Server, deltatre is assured a wider range of deployment options, and integrated protection and compliance capabilities."

IT team on target for around 50 per cent productivity gains

The company uses Dell Advanced Configuration Services to pre-define the settings and features of its Dell OptiPlex desktops and Dell Latitude laptops. Pagliuca says: "With Dell Advanced Configuration services, it's very easy to choose BIOS settings, partition the hard drive and configure other components when we order our machines. Once we've made our choices, the machines are built, shipped and arrive ready to use. This saves us a lot of time." deltatre also uses Dell Rack and Stack Services, so racks arrive completely assembled and ready to run.

The team saves further time by having a standardised environment that simplifies maintenance and enables faster rollout of new services. Also, once a team member is trained on how to manage one type of server, he or she will have the skills to manage successive generations of the server.

The logical layout of the Dell PowerEdge R710 server's components allows straightforward installation and easy redeployment. A graphical, interactive LCD allows staff to monitor system health and control basic management configuration. It's this high degree of automation that helps deltatre concentrate on its core business, instead of focusing on routine maintenance.

"We expect to see our IT staff become around 50 per cent more productive, thanks to our server upgrade," says De Pasquale.

A more energy-efficient future

deltatre increased its enterprise efficiency with the Dell PowerEdge R710 server, which has Energy Smart technologies designed to reduce power consumption while boosting performance. And by virtualizing the servers with VMware, the firm has cut power and cooling costs further still. In addition, Dell OptiPlex desktops are cost-efficient, with Dell Energy Smart power settings.

Greater uptime and peace of mind with Dell ProSupport™

The quality of Dell support and rapid response times are the key reasons deltatre chose Dell. "We're extremely satisfied with the technical support we receive," says De Pasquale. To protect its investment and maximise availability, deltatre chose [Dell ProSupport](#) with Mission Critical for its servers. In the event of a critical situation, Dell experts can be at the campus within four hours to get them back up and running.

De Pasquale says: "Dell not only offers high-quality, timely support, but does so at a global level. It provides the ideal mix of quality, efficiency and problem-solving – wherever we are."

For more information go to:
dell.com/casestudies/emea



The Efficient Enterprise runs on Dell: efficiententerprise.com

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