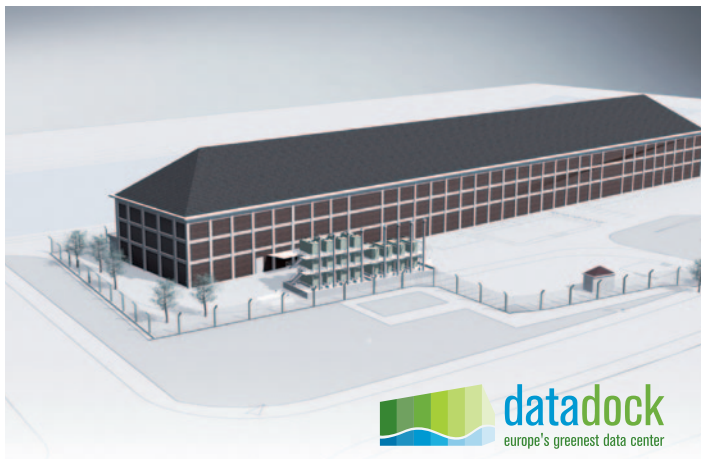


Case Study intergenia AG

»Our experience with Fujitsu technology is absolutely positive. The investments we made in PRIMERGY systems over the past few years have more than paid off in a number of ways. And with our new PRIMERGY MX130 servers we have once again made the right choice.«

Thomas Strohe, Cofounder and Board Member, intergenia AG



New and attractive resources for web hosting

intergenia AG does business in three main areas: web hosting, content and business investment ventures. Web hosting is the company's key line of business. In fact, intergenia AG is among the technology and industry leaders in this field. The company's mission is to deliver first-class services at affordable prices. intergenia AG offers professional and tailor-made hosting services for various groups of customers with its brand-name solutions PlusServer, SERVER4YOU and serverloft. In addition to the premium brand PlusServer, which has been among the market-leading services for managed server hosting for more than ten years now, intergenia AG also addresses the needs of private customers and small businesses with SERVER4YOU. The serverloft brand responds to requirements from demanding and experienced customers. To ensure the high level of quality in these brands at all times, intergenia AG invests in new hardware at regular intervals. The focus is always on state-of-the-art technology. Until recently most of these technology refresh projects were carried out in data centers located in Germany and the United States. However, with datadock, a new and innovative site has been added to the list. This is an extremely energy-efficient data center that was built and is operated in Strasbourg by the hosting business unit of PlusServer.

Welcome to Europe's greenest data center

In the early planning stages of datadock special attention was focused on energy efficiency to protect the environment and keep operating costs low. Strasbourg proved to be an ideal site for the data center because all important European IT and telecommunications lines pass through the city – and geographically it is located at the heart of Europe. The location of the data center itself, a former tobacco warehouse, is perfect because it guarantees the fastest connections to all European regions and thus ensures the best quality of service to German and international customers of intergenia AG. What's more, the building is located in an area above one of the largest aquifers in Europe. Thanks to this natural feature a unique, innovative and environmentally friendly cooling system using groundwater was installed in the data center. This keeps the energy consumption of datadock at such low levels that it has been awarded the distinguished title of "greenest data center." Of course, a green data center must also be equipped with energy-efficient server technology. And that is why intergenia AG once again turned to Fujitsu and selected the PRIMERGY MX130 S1 from the micro server series for this project.

The customer

intergenia AG is one of the leading providers of professional web-hosting and server solutions in Europe.
www.intergenia.de



The challenge

Establishment of a new data center in Strasbourg that is distinguished by innovative green IT and the highest levels of energy efficiency.

The solution

PRIMERGY MX130 S1

Customer benefits

- Latest technology for the provider's low-cost web hosting segment
- Highest levels of reliability and efficiency to achieve maximum cost-effectiveness
- Ultra-compact housing – for horizontal or vertical installation
- Extremely quiet operation
- Outstanding energy-efficiency ratings
- Environmentally friendly technology

Products and services

- 3,600x PRIMERGY MX130 S1 with up to 16 GB DDR3 ECC RAM, ultra-compact footprint with a volume of only 13.5 liters along with high energy efficiency thanks to a power supply with an efficiency factor of 85 percent
- Server customizing including preconfiguration and preinstallation at the Augsburg factory plus on-site cabling

Green through and through, thanks to high efficiency in every detail datadock is an extraordinary data center – the greenest in Europe. The architecture of the building is intentionally plain, having a modest design that does not particularly attract attention, and the data center covers an area of 4,200 square meters with 8 megawatts of power available to accommodate a large number of computer systems. In fact, up to 50,000 servers can be installed and operated in this space. That is a remarkable number that also reflects the green potential of this site. Generally speaking, one of the highest cost factors in a data center is the cooling required for the systems because this consumes an enormous amount of energy. However, this is not the case at datadock in Strasbourg. The unique cooling system in this data center takes advantage of the huge aquifer at the site, using groundwater pumped into the building from its own well to cool the systems. The groundwater has a temperature of only 12° C so that no additional cooling is required. And this has a positive impact on the overall energy balance of the data center. The datadock site has achieved the highest PUE rating (Power Usage Efficiency) of 1.21, making it the most energy-saving and most environmentally friendly data center in Europe. In addition to energy efficiency, the highest levels of availability of the server resources is a further distinguishing feature of datadock. To guarantee such high levels of availability, data center operations are based on a redundancy concept that applies to the mains power, transformers, low-voltage distribution units, UPS components and cooling system. intergenia AG invested a great deal of creative and innovative energy in this building concept and the green processes in the data center, so it came as no surprise that no compromises were made when selecting only the best server systems for this site. This project required new servers for the company's low-cost hosting offering. And the following features were also important from the customer's perspective:

- Made in Germany
- Latest technology
- Affordable purchase price
- Energy-efficient operation

Purchasing servers is a matter of trust: intergenia AG relies on Fujitsu

Over the years the business relationship between intergenia AG and Fujitsu has developed into a cooperation based on trust. Customer confidence in the technologies and product quality is extremely high. That is why Fujitsu hardware solutions were the preferred choice for the datadock project.

PRIMERGY MX130 S1 – the micro server that delivers maximum results

The PRIMERGY MX130 S1 is a solid platform that intergenia AG operates as a web server at the datadock site. The customer ordered 3,600 servers that were produced at the Fujitsu factory in Augsburg. The order also included customizing services such as preconfiguring and preinstalling the systems before shipment, as well as providing special cabling needed at the datadock site. Thomas Strohe, Board Member of intergenia AG, was quite satisfied with this package:

"The PRIMERGY MX130 S1 from Fujitsu has everything we expect from the latest generation of servers. This highly intelligent and very energy-efficient solution delivers maximum performance and is ultra-compact as well."

Reliable and good – and most important: affordable. The PRIMERGY MX130 S1 offers server reliability and efficiency at an extremely low price. This aspect is particularly important for customers who need to purchase a large number of servers. In this case the web hosting provider is able to offer customers the best resources from datadock at reasonable prices.

→ http://ts.fujitsu.com/products/standard_servers/micro_server/primergy_mx130s1.html



Contact

Fujitsu Technology Solutions
Customer Interaction Center
Mon. – Fri.: 8:00 a.m. – 6:00 p.m.
Email: cic@ts.fujitsu.com
Phone: +49 (0) 1805-372 100

(each call 14 ct/min.; the prices for calls made from mobile devices are limited to 42 ct/min.)

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