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## Overview

### The need

As Brodos wins new customers, existing IT systems proved unable to scale to meet the workload. This threatened to impact the company's ability to maximize new business opportunities.

### The solution

Brodos consolidated to highly reliable IBM® BladeCenter® HS23 servers with Intel® Xeon® processors, running SUSE Linux Enterprise Server with KVM, and an IBM Storwize® V7000 Unified disk system.

### The benefit

Brodos can scale up the IBM solution quickly and easily to provide for new customers. The solution helps Brodos maintain low operational costs, helping it beat international firms to new business.

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# Brodos solves business scalability challenges by moving to cloud services

*Offering powerful, cost-effective services for customers, built on IBM servers and storage with KVM*

Founded in 1999, Brodos AG is one of the leading distributors of telecommunications hardware, software and services in Germany. The company maintains some 500 retail outlets, has offices in Baiersdorf and Berlin, employs around 200 people, and in 2010 achieved revenues of €248 million (around \$330 million).

The company's suppliers offer a huge range of handset and contract combinations, creating product and service complexity that is exceptionally difficult and costly to manage. As part of its distributor offering, Brodos created two hosting solutions, one designed to support and sell physical products and another to support and sell software, games, and music.

Stefan Steinert, Manager of System Operations for External Services at Brodos AG, explains, "In the last few years, we have achieved strong growth, particularly for our hosting services. As the company grew, existing IT systems at Brodos were unable to scale to meet the workload, and this limitation could inhibit the company's ability to maximize new business opportunities."

## Simplifying and unifying business systems

To start its journey, Brodos engaged PROFI Engineering Systems AG, an IBM Premier Business Partner, to overhaul its IT infrastructure.



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*“We have been using IBM technology for many years, and we know that we can rely on IBM to provide excellent technology and outstanding support to help us manage our growing business.”*

—Stefan Steinert, Manager of System  
Operations for External Services, Brodos AG

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Brodos decided to deploy an IBM BladeCenter solution with seven IBM BladeCenter HS23 servers with intelligent Intel Xeon processors running the SUSE Linux Enterprise Server operating system. The servers can be configured with up to two 8-core Intel Xeon Processor E5-2600. The Intel Xeon processor E5 family combines performance, built-in capabilities and cost-effectiveness to meet diverse needs in the data center.

The servers are virtualized using kernel-based virtual machine (KVM) technology, and run a total of 150 virtual servers. Brodos also deployed IBM BladeCenter Virtual Fabric 10Gb Switch Modules, which provide excellent performance and low latency for networking. PROFI Engineering Systems managed the implementation and provided expert advice throughout the project.

Steinert says, “Brodos selected the KVM technology because it offers outstanding scalability, performance and security. In particular, with multi-tenanted solutions it is important to know that we can add customers to the same platform quickly and easily, and be certain that data is fully secured in each customer’s virtual space.”

“By selecting SUSE Linux Enterprise Server with KVM, Brodos has been able to leverage its existing skills to deploy and enable virtualization rapidly and effectively. PROFI Engineering Systems AG gave us excellent support, helping us to implement the IBM solution quickly and easily, and to configure the hardware to meet the needs of our business.”

Supported by IBM BladeCenter Virtual Fabric 10Gb Switch Modules, the IBM BladeCenter servers save time on administrative tasks and enable faster response to new requirements. For example, previously it took an hour to set up new virtual servers, whereas now this task takes just 30 minutes.

Steinert says, “Moving to an IBM BladeCenter solution enabled us to cut the time spent on server administration by around 50 percent. These time savings will help us to serve our growing customer base without needing to hire additional IT staff.”

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## Solution components

### Hardware

- IBM® BladeCenter® HS23
- IBM BladeCenter Virtual Fabric 10Gb Switch Modules
- IBM System x® 3650 M4
- IBM Storwize® V7000 Unified
- Intel® Xeon® processors

### Software

- KVM
- SUSE Linux Enterprise Server
- IBM System Storage® Easy Tier®

### IBM Business Partner

- PROFi Engineering Systems AG
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## Consolidating on IBM storage

Brodos also decided to replace its heterogeneous storage systems with an IBM Storwize V7000 Unified disk system, which consolidates block and file workloads into a single storage system. This approach helps to simplify management and cut costs by eliminating the need to manage separate storage systems for different data types.

The solution features IBM System Storage® Easy Tier® functionality, which automatically and non-disruptively moves frequently accessed data onto ultra-fast solid state drives (SSDs), delivering performance improvements of up to 200 percent.

Additionally, the Storwize V7000 Unified solution has helped to accelerate the company's backup processes, managed using two IBM System x® 3650 M4 servers running SUSE Linux Enterprise Server.

Steinert remarks, "The Storwize solution has dramatically reduced the amount of time we spend on backups. One particular backup used to take up to two days using our previous storage solution. With Storwize, the same backup now takes just four hours—a reduction of more than 90 percent!"

## Supporting future growth

The IBM solution provides excellent scalability, enabling Brodos to deploy additional blade servers and disk capacity as demands on the infrastructure increase. The Storwize solution provides a total capacity of 8 TB, four times more than the previous storage solution, helping Brodos meet increasing demands for data storage.

Steinert says, "We know that we can scale up the IBM systems to support the business as it grows, helping us postpone future investments in additional hardware and deliver reliable hosting services to a larger customer base."

"We have been using IBM technology for many years, and we know that we can rely on IBM to provide excellent technology and outstanding support to help us manage our growing business," concludes Steinert.

## For more information

Contact your IBM sales representative or IBM Business Partner, or visit us at: [ibm.com/systems/x](http://ibm.com/systems/x)

For more information about PROFI Engineering Systems AG, please visit: [www.profi-ag.de](http://www.profi-ag.de)

For more information about Brodos visit: [brodos.de](http://brodos.de)



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