

German digital direct marketing company protects data and triples performance with new scalable storage solution

CONSOLIDATION ■
 DATABASE ■
 HPCC/CLUSTERING ■
 MANAGEMENT ■
 MESSAGING ■
 MIGRATION ■
 BACKUP RECOVERY & ARCHIVE ■
 VIRTUALISATION ■



COMPANY: ECIRCLE
INDUSTRY: MARKETING
FOUNDED: 1999
EMPLOYEES: 95

CHALLENGE

eCircle wanted to increase the capacity of their IT infrastructure in order to cope with their increasing volume of direct marketing emails. The existing infrastructure lacked the data storage technology and server set-up to maximise data protection and performance.

SOLUTION

The company migrated its eC-Messenger solution to a cluster of Dell™ PowerEdge™ servers connected to a Dell | EMC CX500 storage area network (SAN).

BENEFITS

- Clustered server solution provides high performance and reliability
- Technology scales easily to promote continued business growth
- Simple management minimises operational costs
- Rapid three-day deployment reduces business disruption
- Dell support provides peace of mind for the future

Companies need to focus on customer service to drive success. Otherwise, at a time of increasing competition, clients won't think twice about moving their business to a competitor. With marketing companies, for example, great customer service is measured in terms of reliability. When a company fails to deliver on a campaign, clients will seek alternative agencies.

Direct marketing company, eCircle, based in Germany, wanted to maximise the reliability and performance of its eC-Messenger email messaging service. The company uses the solution, which can send up to 2.2 million email messages a day, in client campaigns to support marketing activity.

To promote reliability, eCircle wanted to improve the service's IT environment, boosting data storage and clustering servers. The company turned to its trusted partner, Dell™, which has previously supplied Dell™ PowerEdge™ servers, Dell OptiPlex™ desktops and Dell Latitude™ notebooks at the company's branches in Munich, London, Milan and Paris.

Dell proposed a cluster of eight Dell™ PowerEdge™ servers connected to a storage area network (SAN) system for the eC-Messenger environment. The SAN, a Dell | EMC CX500, would provide a maximum storage capacity of 4.4 terabytes and, among other things, accommodates the eC-Messenger database.

Dell's support completes installation in three days

Dell gave eCircle full support throughout the commissioning, construction, configuration and installation process. The system was set up in just three days and went "very smoothly" according to Jürgen Klaaßen, IT director at eCircle. Dell also provided three days CX on-site training for eCircle's IT personnel. He adds: "It really can't do enough for us."





HOW IT WORKS

Hardware:

- Dell™ PowerEdge™ 1850
- Dell™ PowerEdge™ SC1425
- Dell | EMC CX500 SAN

Services:

- Infrastructure Consulting Services (ICS)
- Gold Enterprise Support

“To make our email campaigns even more secure and efficient, we chose to install the SAN CX500. With the new SAN, we have tripled our performance in some areas.”

– **Jürgen Klaaßen**, IT Director, eCircle

Clustered servers ensure maximum uptime

For eCircle, the clustered environment supports greater performance and streamlines management. For example, servers can be added or removed from the cluster without requiring reconfiguration or causing downtime. Klaaßen says: “Each server has a dual connection with the SAN – this way we cut down-times dramatically and save on administration and management.”

Dell™ SAN triples performance

By choosing to deploy Dell | EMC SAN technology, eCircle can protect data with an easy-to-manage solution, which also scales rapidly to support growth. Klaaßen says: “To make our email campaigns even more secure and efficient, we chose to install the SAN CX500. With the new SAN, we have tripled our performance in some areas.”

To optimise the SAN's performance, the company receives Dell Gold Enterprise Support, which provides comprehensive cover 24 hours a day, seven days a week and includes onsite repairs with a response time of four hours.

Ease and optimism for future expansion

The company can take full advantage of the open standards and modular design of Dell solutions to expand the eC-Messenger environment easily. “This means that we are fully prepared for the future and the probable increases in data volumes it will bring,” says Klaaßen. He doesn't expect the current number of servers to stay the same for long. “The number is set to increase,” he says, “particularly considering how rapidly we are growing.”



Visit www.dell.de for more information

For more case studies on companies that have implemented Dell enterprise solutions visit www.dell.com/casestudies