

CASE STUDY

Intel® Xeon® processors 5600 and 7500 series
Cloud Computing
Virtualization: Dynamic Resource Management



Hosting for the Next Billion Users

Hostway handles growth with Intel® Xeon® processor 5600 and 7500 series

Industry analysts expect 1 billion new people online by 2015—a trend that creates dramatic growth opportunities for companies like Hostway Corporation. A global leader in application hosting and infrastructure, Hostway reduces the complexity and cost of Web-based technologies for small businesses and large enterprises—including those who will provide services for the next billion Internet users. Hostway standardizes on Intel® server technologies and says Intel® Xeon® processors 5600 and 7500 series help the company stay ahead of rising demand and thrive in a dynamic market segment.



HOSTWAY
GLOBAL WEB SOLUTIONS

“We use Intel® technologies in our visible platforms because of the brand equity and the recognition of quality and reliability, and we don’t alter that when the systems are hidden from the customer. That says a lot about our confidence in the Intel® products.”

– Todd Benjamin
Vice President, Enterprise Hosting
Hostway Corporation

CHALLENGE

▪ **World-class infrastructure.** As an infrastructure and services provider, Hostway needs a flexible environment of efficient, high-performance platforms to host its customers’ workloads, support new cloud services, and run its own business.

SOLUTIONS

▪ **Intel® server technologies.** Hostway chooses Dell PowerEdge® R-series servers with Intel Xeon processors 5600 and 7500 series. The company uses value-added solutions such as Intel® Virtualization Technology (Intel® VT) to optimize its data center and support its latest cloud offering, FlexCloud® Server dynamic cloud hosting platform.

IMPACT

▪ **Cost-saving density.** Hostway runs as many as 40 virtual machines (VMs) on a single Intel® Xeon® processor 5600 series-based server, over 20 percent more than on previous-generation servers. Supporting more customers with fewer servers helps Hostway handle rapid growth and offer innovations such as the Automatic Price Protection® model on its FlexCloud Servers.

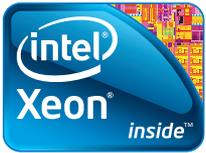
▪ **Robust, responsive environment.** Using a range of Intel® platforms, Hostway serves small, medium, and large businesses while maintaining a consistent, flexible, and manageable environment. Knowing Hostway’s solutions have “Intel inside” gives customers increased confidence and helps the company gain business.

Common Denominator

In the competitive world of hosting and cloud-based services, Hostway has made its mark by providing a comprehensive portfolio of infrastructure, platforms, and applications for businesses of all sizes. “We’re a full solution provider offering everything from data center space through to hosted business and productivity applications,” says Todd Benjamin, vice president of enterprise hosting for Hostway. “Our strategy is to create a unified fabric based on the best technologies. We exclusively offer Intel®

processors as a premium technology to our dedicated server customers and use them behind the scenes for our virtualization platforms and business applications. Intel is our common denominator.”

Hostway deploys Dell PowerEdge rackmount servers based on the Intel Xeon processor 5600 series for most of its standard configurations, with the Intel® Xeon® processor 7500 series for customers running mission-critical applications and databases. Older servers may be waterfalled to cost-sensitive customers and less demanding workloads,



With the Intel® Xeon® processor 5600 series, Hostway supports 20 percent more VMs per server

enabling Hostway to serve a wide range of businesses. Hostway is a Microsoft Hyper-V* Cloud Hosting Provider and uses virtualization software from Parallels, VMware, and Red Hat, depending on customer requirements.

Solving the Bugaboos, Increasing Virtualization Performance

Hostway is quick to deploy the latest Intel® technologies, which Benjamin says help Hostway manage growth and keep its data centers on the leading edge. "We face the same bugaboos of anybody running a data center: power and cooling," he comments. "The fact that Intel matches its advances in performance with advances in efficiency is very beneficial, especially for data centers that are experiencing rapid growth."

Using Dell* servers with the Intel Xeon processor 5600 series, Hostway can run an average of 20 percent more virtual servers on a single physical host than on the previous-generation systems. "We're very interested in being able to put more and more virtual servers on a single hardware node, and the new processors have allowed us to add as many as 40 VMs on a node," says Benjamin. "Since the CPU utilization of servers is often as low as 5 to 15 percent, this kind of density results in significant cost savings."

Move to the Cloud

Hostway is well-positioned to help customers evolve from traditional hosted environments to the increased flexibility of cloud-based services. Hostway's new FlexCloud Server offering combines an on-demand public cloud environment with the reliability and performance of an enterprise-grade virtual environment. FlexCloud customers can enjoy pay-as-you-go pricing for low or variable use along with the predictability of a fixed monthly cap, whichever is lower for that month.

The FlexCloud service makes extensive use of Intel VT. "It's all under the covers, so the customer isn't aware of it, but we wouldn't get the efficiency and the business case out of the cloud service without the Intel technologies," Benjamin says.

Benjamin expects cloud capabilities to continue their rapid evolution. "Intel is doing a lot of work to enable cloud infrastructures to become more secure, simplified, and flexible," he says. "As we move toward a federation of IT resources between the corporate data center and the cloud, I think we're looking at some macro shifts that will make IT as a whole more efficient and seamless than it's ever been in the past. We haven't begun to scratch the surface of what's possible."

SPOTLIGHT ON HOSTWAY

Hostway Corporation provides dedicated and managed hosting, shared hosting, colocation, cloud-based services, and other Web-based services to over 1.4 million web sites and 600,000 customers. Founded in 1998, Hostway operates more than 250,000 square feet of state-of-the-art data center space. The company has 17 operation centers around the world and a direct presence in 14 countries.

Virtualization: Dynamic resource management. Optimize server utilization and increase agility through virtualization and dynamic policy-based resource management.

Find a solution that is right for your organization. Contact your Intel representative or visit the Reference Room at www.intel.com/references.



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Intel® Virtualization Technology requires a computer system with an enabled Intel® processor, BIOS, virtual machine monitor (VMM) and, for some uses, certain computer system software enabled for it. Functionality, performance, or other benefits will vary depending on hardware and software configurations and may require a BIOS update. Software applications may not be compatible with all operating systems. Please check with your application vendor.

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