

Creating Flexible Cloud-Based On-Demand Services



Future proof Getronics network improves service availability and quality and reduces administrative effort.

EXECUTIVE SUMMARY

Customer Name: Getronics

Industry: Information Technology

Location: the Netherlands

Number of Employees: 12,000

Challenge

- Establishing a good basis for the rapid development of high quality on-demand services
- Integration of data centers to flexibly utilize available capacity

Solution

- A layered data center architecture managing the complete service process from core through to client

Results

- Future proof data center network with greater flexibility and scalability
- Less administrative effort and competitive market offer
- Rapid cloud services development and connection

Business Challenge

With around 12,000 employees, Getronics is the largest ICT service provider in the Benelux major corporate market. The company is also a significant player on a global scale. As an expert in workstation service provision, connectivity, data centers and advisory services, Getronics helps organizations and employees perform better. This is enabled with a complete portfolio of integrated ICT services. Getronics has been part of KPN, the largest Dutch telecom provider, since 2007.

Getronics provides housing and hosting services from a number of data centers in the Netherlands. This gives companies the certainty that their ICT infrastructures, systems, servers and applications—including storage and security—will always work. Emiel van Ravesteijn, product manager for Getronics Data Centers, explains: “To fully meet the growing demand for capacity, availability, and flexibility we are constantly updating our network. We also want to integrate existing data centers into a flexibly deployable and centrally managed environment.”

Getronics wants to create a uniform and transparent network to be able to offer clients high quality data center services more rapidly. Van Ravesteijn says: “The importance of rapid time-to-market has grown immensely. The user determines, and an increasing number of companies expect, that Getronics can provide services on demand, for example in the cloud. So the network needs to be scalable and flexible enough to quickly develop the services, supply them and easily draft in capacity or reduce it.”

Within that picture, availability and continuity are crucial, which is why the new network is based on market standards and proven technology.

“Naturally the network has to support the rapid development of innovative services. It is precisely here that you will find an important part of our differentiation,” explains Gert Mulderij, architect with Getronics Data Centers. “This makes the network

suitable for supporting new functionality, such as cloud computing and video applications or IPv6. Finally we want to reduce administration and optimize TCO. By consolidating existing networks into an integrated infrastructure, uniformity grows and the administrative effort is reduced. This enables Getronics to put a competitive offer to the market.”



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Emiel van Ravesteijn
Product Manager,
Getronics Data Centers



“We now have a network that can fully support the developments of the next five years, with sufficient scalability and flexibility to be able to meet the growing demand for capacity. Transparent and unambiguous configuration means we can offer clients not just more but also better services, as well as newer cloud-based offerings.”

Emiel van Ravesteijn
Product Manager
Getronics Data Centers

Network Solution

In designing the new data center infrastructure, architects and engineers from Getronics work in close collaboration with Cisco. Van Ravesteijn says, “We have a long relationship with Cisco and know that they have a good impression of the developments with concepts like [Cisco Data Center Business Advantage](#). Its technology is fully attuned and covers all aspects required by a future proof data center environment. Cisco also constantly challenges us to consider the impact of the choices we now make.”

As a Cisco Gold Partner, Getronics has implemented the network itself using multiple layers. Redundant ASR 9000 routers in each data center make up the core MPLS network, so that the data centers function as one entity. Although the availability of the routers is already extremely high, Getronics opted for full redundancy to mitigate any risk and to be able to guarantee high availability to clients.

Cisco Nexus data center switches form the hosting services infrastructure, to which the servers are linked. Transparent connections within and between data centers are supplied by Cisco ME 3600 Ethernet Access switches in combination with the ASR 9000-based MPLS core. The complete trajectory of the MPLS core right through to client level services is thus accommodated within a scalable, uniform, and robust network environment.

Gert Mulderij says: “The Cisco ASR platform is extremely scalable and offers reliable hardware technology appropriate to our capacity needs and those of our clients. We are thus well prepared for future developments. We are currently using 10Gbps technology but Cisco ASR supports a variety of bandwidths and we could grow via 40Gbps in the future to 100Gbps. The solution also offers attractive features, including support for IPv6 and multi-port options to integrate components from multiple data centers. That previously required migration trajectories, where it is now software switched. This works faster and more safely.”

Business Results

According to Van Ravesteijn, the new network lies at the heart of Getronics’ improved service provision. “Because we have accommodated all the layers in one environment, we can now also easily offer many services for hosting clients to housing clients,” he says. “For example for our hosting activities we now have a back up network, which requires a great deal of capacity. In fact, we are now working with one large data center and can also offer these services to housing clients. Its flexibility makes it easy to offer additional services.”

This also applies to the development of cloud services. “Demand for these is growing fast and we can now set up public and private clouds quickly from our own maximum-security data center environment,” continues Van Ravesteijn. “We can offer the services we develop easily to housing clients, including internet and back up. This means Getronics can fulfill the role of services aggregator.”

Getronics has integrated all the servers, the network and applications in one environment, so that all the capacity is used to the fullest extent. Gert Mulderij says: “The integration enables us to offer services on demand. Previously it could often take some time to get extra servers, including firewalls, up and running. Thanks to this flexible and scalable network concept it’s now possible within one day.”

Van Ravesteijn concludes: “We now have a network that can fully support the developments of the next five years, with sufficient scalability and flexibility to be able to meet the growing demand for capacity. Transparent and unambiguous configuration means we can offer clients not just more but also better services, as well as newer cloud-based offerings.”



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To find out more about the Cisco Unified Computing System, please visit:
www.cisco.com/go/unifiedcomputing

To find out more about the Cisco unified fabric, please visit:
www.cisco.com/go/unifiedfabric

Product List

Data Center

- Cisco Unified Computing System
- Cisco UCS 6100 Series Fabric Interconnects
- Cisco UCS 5100 Series Blade Server Chassis
- Cisco UCS B200 Blade Servers



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