CRITICAL APPLICATIONS

MEET THE FOUR CHALLENGES of virtualization with bullion

OPTIMIZE
YOUR INFRASTRUCTURES, SUSTAINABLY

DOUBLE
THE CAPACITY OF YOUR SERVERS

SECURE
YOUR IMPLEMENTATIONS

REDUCE
YOUR ELECTRICITY CONSUMPTION

CHALLENGE 1

DESPITE VIRTUALIZATION, YOUR INFRASTRUCTURE IS STILL TOO COMPLEX AND YOU HAVE TOO MANY SERVERS

Gradual proliferation of servers over time, heterogeneous infrastructures, operating systems that don't align with each other… all these situations, and more, can result in uncertain server reliability as well as complex and onerous systems administration, especially when there is constant pressure to implement new projects, integrate new business applications and virtualize workstations.

NOW, WITH EXTREME CONSOLIDATION...

you can deploy fewer servers, simplify their administration and optimize your infrastructures in a lasting manner. bullion delivers:

- **Totally linear performance increases from 4 to 16 CPUs** and a unique guarantee of scalability because so very many VMs can be implemented on a single machine;
- **Reductions of up to 70% in software infrastructure** cost and lower operating costs too, because there are fewer objects and maintenance procedures to manage;
- An effective disaster recovery plan based on the most powerful technologies proposed by VMware®, Red Hat® and Microsoft®;
- Greatly improved security thanks to the built-in redundancy of bullion components and access to 24x7 supervision from Bull's high availability center.

Using bullion, **the stainless steel products manufacturer s+c GmbH** has successfully virtualized not only its applications, but also its workstations, servers and storage.

THEY DID IT

CHALLENGE 2

YOU HAVE ALREADY STRETCHED THE PERFORMANCE OF YOUR SYSTEMS TO THE LIMIT

To boost its operational efficiency, **Dutch supermarket group C1000** turned to bullion to consolidate its IT infrastructure without compromising performance.

THEY DID IT

You're faced with chronic performance issues that are stopping you from guaranteeing the highest levels of service quality to your users in the business. With your network at full stretch and your applications limited, you need to find new room for manœuvre.

NOW, WITH EXTREME PERFORMANCE...

you can effectively reconcile operational excellence and low running costs!

Because it draws on technologies from the world of High-Performance Computing (HPC), bullion has unparalleled reserves of power for a standard computer. Furthermore, it combines best-in-breed components with an architecture designed to guarantee total reliability and availability. bullion delivers:

- **Twice as much power** as all other X86 servers;
- **100% memory reliability,** as a result of Bull's extensive experience in the mainframe and Unix worlds;
- An ecosystem that brings together the best expertise to optimize every link in the infrastructure chain, from servers and storage to networks;
- Fast, simple implementation, with unrivaled ability to adapt to all the various components of the information system.

See the interview with Bastien Vigneron, CIO of Xerox GDO France on our Web TV service.

CHALLENGE 3

YOU'VE REACHED STALEMATE IN YOUR ATTEMPTS TO VIRTUALIZE YOUR CRITICAL APPLICATIONS

You have made several attempts to virtualize one or more of your critical applications, on different types of architecture; but problems with performance persist. And you still have to convince the business that your approach is sound and demonstrate to them that the risks are under control.

NOW, WITH EXTREME VIRTUALIZATION...

you can use all the flexibility of virtualization to implement your critical applications faster and in total security, while also providing the highest levels of service. bullion delivers:

- **VMware®:** Bull integrates all VMware's virtualization products and has a team of over a hundred certified experts to size servers, coordinate complex virtualization projects and carry out POCs to test your applications in a virtualized environment;

vmware PARTNER NETWORK AWARD 2012 EMEA WINNER

- **Red Hat®:** Bull has teamed up with the world's leading supplier of open source solutions to integrate the market's most comprehensive Linux and virtualization distribution. Red Hat Enterprise Virtualization (RHEV) meets the needs of companies wanting the scalability of bullion at a highly optimized total cost of ownership;

redhat.

- **Microsoft® HyperV:** Bull integrates the Hyper V hypervisor, optimized for the virtualization of critical Microsoft environments. bullion simplifies both the consolidation of SQL Server databases and the secure deployment of Exchange and Dynamics infrastructures.

Microsoft® Hyper-V™

Using bullion, **Xerox GDO** France has virtualized and consolidated its critical paperless processing applications, while taking full advantage of the power of bullion's Intel Xeon processors and architecture.

THEY DID IT

As its Data Centers reached their physical limits, **a major telecoms operator in Africa** had to fundamentally rethink its energy consumption, and opted for bullion to optimize its infrastructures.

THEY DID IT

CHALLENGE 4

YOU ARE REACHING THE PHYSICAL LIMITS OF YOUR DATA CENTER

When you no longer have any capacity to access more energy and your Data Centers are holding back your development, it is time to act. Being at full capacity leads to higher energy bills, the constant need for more investment and increasingly acute issues with cooling.

NOW, WITH EXTREME EFFICIENCY...

you can free up space by virtualizing and optimizing all your resources! As well as optimizing infrastructure topology, bullion stands out from its competitors because of its extreme energy efficiency. bullion delivers:

- **25% more power per m²** thanks to its ultra-compact design: a hallmark of Bull;
- **30% to 70% reductions in electricity consumption,** thanks to the 'Active/Passive Power Supply' developed by Bull;
- An entire chain of optimized, low energy consumption components;
- Native virtualization and resource sharing, to drastically cut electricity consumption.

bullion, designed specifically for the virtualization of business-critical applications

- **Twice** as powerful as any other x86 server
- **Totally** linear performance increases, from four to 16 CPUs
- **25 %** less floor space
- **Up to 70%** lower software infrastructure costs
- **At least 30%** lower electricity consumption
- **100 %** memory reliability

WHERE DO YOU START TO...

OPTIMIZE YOUR INFRASTRUCTURES AND CUT YOUR ADMINISTRATION COSTS

Bull carries out audits of x86 environments and completes Total Cost of Ownership (TCO) assessments to measure the real benefits of consolidation.

ENSURE A BETTER QUALITY OF SERVICE

Bull conducts resource utilization audits to identify weak points and the best corrective actions to take.

SECURE THE VIRTUALIZATION OF YOUR CRITICAL APPLICATIONS

Bull implements Proof of Concepts (POC) at one of its Competency Centers to compare bullion against your needs and to evaluate potential benefits.

OPTIMIZE YOUR RESOURCES

Bull performs energy audits to assess the possible return on investment (ROI) from optimization measures.

To find out more or speak to one of our experts, visit:
www.bull.com/bullion

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