

Virtual Desktop Infrastructure (VDI)

With help from **Derive Technologies™**, **The Rockefeller Group™ International, Inc.** can more effectively manage datacenter and remote offices with a comprehensive, business-centric VDI solution from **HP®** and **VMware®**.



*"Partnering with Derive Technologies, we implemented a **Virtual Desktop Infrastructure (VDI)** that has helped us to **reduce the deployment costs of a new office by over 60%.**"*

~ **George Balanos**—Manager of Datacenter Operations, The Rockefeller Group™ International, Inc.

Company Overview

The Rockefeller Group™ International, Inc. (RGI) is a private corporation dedicated to excellence in commercial real estate, real estate services, and telecommunications services to commercial clients. For 80 years, RGI has engaged in some of America's most significant real estate endeavors. The company began with the development of the world's finest urban business and entertainment complex, Rockefeller Center. After building the original 6 million-square-foot, Art Deco complex throughout the 1930s and into the '40s, RGI developed several towers in the immediate vicinity in the '50s and '60s. By the early '70s, the company had added four International Style towers to Rockefeller Center on the west side of Avenue of the Americas, more than doubling the size of the original center.

Challenges

RGI needed to reduce rising datacenter costs associated with increased power and cooling, and maintenance, and rising datacenter management costs because of outdated server configurations. In addition, the company wanted to improve its server to application ratio, in alignment with its "Go Green" initiative.

RGI also wanted to improve the speed by which branch offices were deployed and serviced, to reduce downtime and improve productivity.

Solution Snapshots

Hardware

- 5 HP BladeSystem c7000 Enclosures
- 40 HP ProLiant BladeSystems (+8 more in Q12011)
- HP StorageWorks Enterprise Virtual Array 8100

Software

- HP Insight Control Manager
- VMware vSphere 4.0 (soon to be upgraded to v4.1)
- Citrix Xen Application Server
- Citrix Xen Desktop

Services

- Derive Technologies Assessment Services

Objectives

- Consolidate stand-alone servers to reduce hardware costs, licensing fees, power, and maintenance expenses.
- Reduce the cost of deployment of systems in both their datacenter and branch offices and solve remote client issues faster, reducing downtime and increasing productivity.

Approach

- We (RGI) worked with Derive Technologies to assess their datacenter configuration and develop a deployment plan that would help reduce hardware, licensing and maintenance costs.
- Purchased HP Enterprise Virtual Array storage products, HP BladeSystems, HP BladeSystem Enclosures, VMware vSphere and Citrix Xen Desktop to virtualize their datacenter but also remote branch offices.
- "Derive Technologies' expertise comes with having deployed HP products—specifically the HP EVA. This helped us to feel confident with the solution," stated Balanos.

Impact

Business Improvements:

- Able to deploy new branch offices faster and more efficiently with systems up and running.
- Able to deploy servers and applications in hours instead of days or weeks, improving productivity.

Technology Improvements

- Improved hardware management with the ability to view and measure power displays, thermal loads, as well as immediately see the status of switches, HP BladeSystems, and temperature alerts.
- Reduced the deployment costs of a new branch office by 66%.
- Reduce downtime at branch offices to minutes vs. hours using Xen Desktop and VMware.