ROMTELECOM

Company
Romtelecom

Location
Bucharest, Romania

Industry
Technology and Telecommunication

Solutions
DSView™ 3 Management Software
DSView Software Power Manager Plug-In
DSR™ KVM over IP Switch
ACS Advanced Console Server
Avocent® Data Center Planner™ (formerly
  MergePoint™ Infrastructure Explorer Software

Challenge
- Increasing server control at the company's three data centers
- Expanding the services portfolio by providing clients with remote access

Solution
Based on the positive experience in using Avocent products, Romtelecom extended the collaboration to include server and power management solutions.

Results
- 20-30% reduction in the intervention time for incidents within the data center
- Enhanced productivity of the administration team
- Expanded the company's customer base

In 2005, Romtelecom took an important step when it broke out of its traditional business model, fixed telephony and entered the Internet and data management market, offering the first broadband Internet products in Romania based on ADSL technology. The following year, Romtelecom entered the hosting market when it launched Cyber Host, a completely secure data hosting site.

Cyber Host introduced a new level of IT services in Romania hosting Web sites, servers and business applications in a secure, flexible and professional environment. Cyber Host data centers leverage high connectivity to ensure security and data recovery, which is critical for business continuity. Cyber Host provides a flexible and scalable infrastructure that adjusts to meet the pace as a client's needs change.

Cyber Host operates three data centers located in Bucharest and Brasov. These facilities offer state-of-the-art environments for remote hosting applications, servers and telecommunications equipment for high-profile clients–a first in Romania.

> "The Avocent staff guided us through the entire process of implementation, and during that time, we can honestly say they became part of our team. The result was that the chosen technology fulfils completely our initial needs."
> – Catalin Dumitrescu, Cyber Host Data Center Manager

Challenge
Romtelecom sought a solution to enhance the level of control of its three data centers and, at the same time, expand services to clients by offering access to remotely located and co-located servers.

The goal was to increase the efficiency of the IT administration teams at the Bucharest and Brasov data centers–and reduce operational costs–while launching new services. To achieve these objectives, it was necessary to develop an extremely secure, flexible, remote server-access platform. The commercial success of these new services required that every client had total control of its servers without the help of the data center support teams.

Solution
Romtelecom administrators and managers already trusted Avocent solutions, as Avocent products ensured support for the data centers since day one. As a result, the choice of an Avocent solution to increase control and manageability was a natural continuation of that partnership.

With the help of its Avocent sales representative, the Romtelecom IT team identified the following solutions to meet its needs: Avocent DSView 3 management software to centralize management of all Avocent equipment; ACS advanced console servers and DSView software Power Manager plug-in.

Romtelecom also implemented Avocent Data Center Planner (formerly MergePoint Infrastructure Explorer software), a unique solution enabling the management of data center assets, as well as the monitoring and administration of heterogeneous resources. Romtelecom administrators implemented a data room-level beta trial and, based on those results, chose to expand the use of Data Center Planner to both data centers.

Avocent.

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"We have been using Avocent products to achieve remote access and control since the establishment of the data centers. Subsequently, we aimed to optimize the system for internal use, as well as expand the value-added services we offer our clients," says Catalin Dumitrescu, Cyber Host Data Center Manager.

The core element of the overall Avocent solution is DSView 3 management software which integrates all the management interfaces (KVM, management cards, etc.) in one application. This "single-pane-of-glass" solution enables remote management, providing the administration team with conditions similar to a physical presence in the data center.

Efficient Operational Growth
"To restart a server by the classical method, one requires more loggings, port identification, task initiation, etc. which means multiple operations. With DSView 3 software, the number of these operations is significantly reduced which has a major impact on the efficiency of the team I coordinate," says Dumitrescu.

Risk Elimination
"DSView 3 software allows that certain ports, uniquely identifiable, are associated to a single server in the management interface, while no mistakes can be made during the initiation of certain operations for the respective server," says Dumitrescu. "We had a series of procedures to avoid any kind of mistakes, but now there is a high level of safety in operation which has a direct effect on the efficiency and productivity."

Reduction of the Intervention Time
"After the implementation of Avocent DSView 3 software, the intervention time in the data center was reduced by 20-30%," says Dumitrescu.

Team Comfort
The use of Avocent solutions led to an increase in the comfort level of the administration teams of Romtelecom's data centers by providing a high level of safety in operation as well as reducing the number of physical trips to the server locations.

"A major benefit, although intangible, is the comfort provided by the use of a solution such as DSView 3 software to the team I coordinate, by eliminating any possible errors in operation," adds Dumitrescu.

Reduction of Operational Costs
"By using DSView 3 software, we eliminate the need to travel from Bucharest to Brasov, which is a major advantage in terms of time and travel expenses," says Dumitrescu.

Since the implementation of Data Center Planner, Romtelecom is able to track actual cost at the rack. This makes the physical inventorying of resources, as well as other daily operations, unnecessary. At the same time, detailed reports are available to administrators featuring consumption rates and load levels–information which makes it possible to avoid exceeding maximum thresholds and crashing servers.

Secured Access
The DSView 3 software platform provides secure access with multiple authentication and data encryption, while documenting logging sessions.

"Furthermore," states Dumitrescu, "the access can be virtualized and placed in a hierarchy, so that a user logged in to the management interface can only perform authorized operations."

Extending the Service to the Clients
When Avocent technologies proved to be useful, reliable and valuable through internal use, Romtelecom proceeded to the second stage of implementation which was to extend the solutions to its clients.

"The management solutions from Avocent have allowed us to provide our clients, who either rent servers or are co-located in Romtelecom's data center, with the ability to remotely access these resources. In the first stage, Romtelecom provided KVM over IP, and thanks to Avocent DSView 3 the clients have total control over the equipment," states Dumitrescu.

Romtelecom Cyber Host now offers its clients a new service, KVM over IP. This technology provides remote access to the console of the client's servers, using any type of internet connectivity.

This service includes the following features:
- Remote access to the server's console
- Possibility for server power off/power on/reboot
- Statistics
- Remote media for remote installation or machine type/OS recovery operations

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