



# Strategically Accelerating Business Growth

Net Logistics provides high-availability hosting solutions to customers and improves data center energy efficiency by 30 percent through a virtualized server and storage infrastructure



## Customer profile



<b>Company</b>	Net Logistics
<b>Industry</b>	Hosting Solutions
<b>Country</b>	Australia
<b>Employees</b>	>100
<b>Website</b>	<a href="http://www.netlogistics.com.au">www.netlogistics.com.au</a>

## Business need

Net Logistics wanted to provide high-availability hosting solutions to their customers and required a robust platform to do so.

## Solution

The company deployed Dell PowerEdge™ servers with VMware® server virtualization software, Dell EqualLogic storage area networks and Dell PowerConnect™ switches to achieve their customer service level requirements.

## Benefits

- Provides high-availability hosting solutions to customers through 99.9 percent uptime
- Grows data center capacity by four times through a virtualized solution
- Expands service offerings to enterprise level customers
- Improves data center energy efficiency by 30 percent

## Application areas

- [Storage Consolidation](#)
- [Energy Efficiency](#)
- [Services](#)
- [Server Consolidation](#)
- [Virtualization](#)

"Our Dell EqualLogic SANs have been the core technology to enable us to enter the market for high availability hosting. For our customers any downtime causes considerable financial loss and due to our service levels we have quickly become an essential partner to their businesses."

*Trung Nguyen, finance director, Net Logistics*

Net Logistics, founded in 2004, is one of Australia's largest web-hosting solutions providers. With two data centers based in Sydney serving the Australian market and a data center in Singapore catering to South East Asia, Net Logistics has experienced rapid business growth and offers a wide range of services to customers including shared hosting, reseller hosting, virtual private servers and more recently, high availability hosting solutions.

"Powering up and bringing servers online, formatting and configuration are back-end activities that can be completed by our team in a fraction of the time it took before. Our team can now invest this time in strategic projects such as the development of new service offerings."

*Karthick Rajendran, managing director, Net Logistics*

Net Logistics' customers primarily comprise of resellers and small and medium businesses (SMBs). With the goal to grow revenue, Net Logistics wanted to diversify their solution offerings and acquire premium customers within industries such as aviation, banking, and insurance, which require high availability hosting services for mission critical applications. To do so, the company wanted to expand and increase the efficiency of their existing infrastructure.

#### **Growing the business through a virtualized server and storage solution**

Net Logistics selected Dell as their solution partner when the company was established and over time their data centers, standardized on Dell solutions, have grown to house thousands of physical and virtual servers. Joseph Salim, business development manager, Net Logistics, states, "The services and the level of support we provide customers is the backbone of our business. Our goal is to grow the business and expand our offering to enterprise level customers while guaranteeing competitive service levels to meet our customers' specific demands."

The company added Dell PowerEdge™ M610, M710 and M1000e servers with VMware® vSphere™ 5 server virtualization software to their existing infrastructure, and Dell EqualLogic PS6010XV storage area networks (SANs) and Dell PowerConnect™ M8024, M6220 and switches to build a robust infrastructure that would ensure 99.9 percent uptime in the delivery of hosting services to Net Logistics customers.

#### **Providing high-availability hosting solutions to customers**

Net Logistics is the first enterprise in Australia to deploy the Dell EqualLogic PS6010XV virtualized iSCSI SAN solution, featuring a 10GbE dual-port controller, which supports their virtual server environment by automating load balancing across all virtual servers. Through non-disruptive, online migration of data volumes among storage tiers and pools, Net Logistics is able to allocate resources on demand to meet the specific requirements of their customers and guarantee a minimum 99.9 percent uptime for all shared, VPS (virtual private server), reseller, and dedicated hosting accounts. "Our upgraded solution offers n+1 redundancy, which means from a hardware perspective there is no one single point of failure. The assurance of system availability

#### **Technology at work**

##### **Services**

Dell Support Services  
– Dell ProSupport™ with Mission Critical

##### **Hardware**

Dell PowerEdge™ M610, M710 and M1000e servers

Dell EqualLogic PS6010XV storage area networks (SANs)

Dell PowerConnect™ M8024, M6220 switches

##### **Software**

VMware® vSphere™ 5 server software



meant we could expand our services to provide high availability hosting solutions,” explains Salim.

Net Logistics is now providing high availability hosting services for mission critical applications to customers who require increased flexibility and scalability to alter their hosting capacity requirements on demand. “Our Dell EqualLogic SANs have been the core technology to enable us to enter the market for high availability hosting. For our customers any downtime causes considerable financial loss and due to our service levels we have quickly become an essential partner to their businesses,” says Trung Nguyen, finance director, Net Logistics.

#### **Increasing data center capacity by four times and energy efficiency by 30 percent**

As companies across all industries move their content and business functions online there is a continual increase in the demand for resources from hosting service providers. Net Logistics needed to add server capacity within their data centers while ensuring efficient use of computing resources. Through the deployment of blade servers Net Logistics has consolidated physical infrastructure and increased energy efficiency by approximately 30 percent. Salim comments, “Through the compact size of the Dell PowerEdge blade servers combined with virtualization, we are now able to add four times more physical servers to a cabinet and even more virtual machines on each server. This has enabled us to optimize both space and energy while expanding the capacity of our data center to meet increasing consumer demand.”

#### **Partnering to deliver business growth through comprehensive support**

For the IT team at Net Logistics the ease of installing and configuring the blade servers is enabling the team to play an increasing strategic role within the company. Karthick Rajendran, managing director, Net Logistics states, “Powering up and bringing servers online, formatting and configuration are back-end activities that can be completed by our team in a fraction of the time it took before. Our team can now invest this time in strategic projects such as the development of new service offerings.”

As a hosting solutions provider Net Logistics provides 24x7 support to their customers and requires the same level of support services from their partners. Net Logistics selected Dell ProSupport™ Mission Critical to avoid unplanned downtime and reduce recovery time. Salim explains, “In order for us to provide uninterrupted service to our customers, we need to operate on a minimum downtime basis. We have been able to meet our service levels and have the confidence to expand our business through the comprehensive support we have received from Dell.”

Net Logistics has grown from a provider of shared and reseller hosting to an end-to-end hosting solutions provider. With an upgraded data center, the company plans to replicate their Australian growth across the region. “We have a very open relationship with Dell and are provided regular visibility into their product pipelines. We are excited about the work they put into constantly evolving their solutions and believe that our partnership will grow stronger as our business expands,” concludes Salim.

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*Joseph Salim, business development manager, Net Logistics*

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