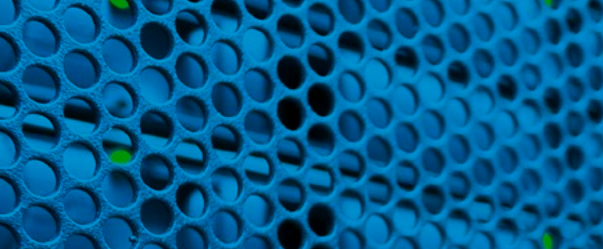




Global Technology Giant Taps Racklive's Expertise to **Move from White Box Racks to Advanced Designs**

For a technology company whose cloud and on-site platform delivers real time transaction processing and strategic use of massive amounts of data for clients globally, Racklive provided a new rack design with a lower price point, higher performance, and advanced management features. Racklive's pre-integrated rack solution includes new brands of best-of-breed servers and processors, plus optimized firmware and BIOS. Power and airflow are efficiently balanced for optimal performance and the racks are designed to incorporate future expansion.

Previously, the technology company purchased pre-integrated racks with a stack from multiple vendors that was challenging to modify and scale. Racklive's engineering team were re-engaged to design new racks with a complex set of integrated products more closely tailored to the requirements of the company's application. Those requirements include better performance and flexibility for future adaptation of the infrastructure.



“ We’ve become an extension of their operations team. We provide resources for the company in our production facility and test lab, qualify components, and provide the customer with access to the racks to collaborate with our team. Once they’re comfortable with a rack’s design, performance, and testing benchmarks, they can incorporate it into their architecture. ”

—Joel Wineland, CTO, Racklive

White Box vs. Custom-build

Some companies that value agility and cost containment are pursuing a hybrid infrastructure — a mix of cloud and on-premise solutions. They have become hyper-focused on building sophisticated on-premise IT workload environments that provide dependable performance along with lower cost than cloud and with the ability to scale for future growth. This requires more creativity and expertise in the design of server racks instead of a DIY or OEM white box approach.

Faster deployment, better remote management features, and lower cost were the leading factors that the company was pursuing in the new rack design. In the past, depending upon how many racks are purchased, the company spent two to three months configuring them before putting them into production. The previous server stack also lacked central, unified management tools. Excessive time was spent on monitoring and troubleshooting. This initial setup time made it hard for the company to manage their infrastructure and always required the IT team to maintain a physical presence at every deployment.

A Sleeker, Faster, Smarter, and More Cost-effective Rack

Racklive engineers redesigned a new rack solution that provided a variety of benefits. It increases performance at a lower price point. With greater core density and power efficiency to support sustainability efforts with more power per watt. A new processor model was chosen and Racklive provided their lab, the evaluation systems, and technical support to seamlessly integrate the transitioned gear into the customer’s environment. The entire validation process was reduced from a few months to under one month.

Challenge

Redesign server rack used globally by technology company customers to enable faster deployment time, better remote management, and lower cost.

Solution from Racklive

The redesigned rack with Dell PowerEdge server platforms includes higher CPU cores and larger memory capacity support to accelerate the customer's application performance. The racks are designed, built, pre-configured, tested, and validated in Racklive facilities and shipped directly to the customer's data centers as a turnkey solution.

Benefits

The newly pre-integrated rack solution is easier and faster to deploy compared to the previous rack design. It improves the customer's application performance with greater core density, larger memory capacity, and better remote management tools. As a turnkey solution with pre-integrated racks, advanced OS deployment and configuration with the latest firmware, updated and tested, the company eliminated the need to perform on-site setup and decrease the overall IT workload. This is a competitive differentiator that the company uses to pass on a lower total cost of ownership to end customers.

By providing deep integration with Dell Technologies' server and storage platforms, the new solutions introduce a much more performant management toolset, helping the technology company to reduce the time needed to perform firmware upgrades, systems monitoring, system identification, and troubleshooting. The new solution also minimizes downtime and provides the flexibility to manage multiple colocations within a single application.

Once the racks are all pre-configured at Racklive, they are directly transported to the customer's designated data centers. When the racks are bolted down on-site, TOR switches are up-linked to the customer network and the rack PDUs are plugged in. The customer can then perform a final configuration before going live.

By having Racklive set up the initial configurations, deployment time is dramatically reduced — by at least 50% — enabling the company to deploy racks remotely and with significantly less travel time and related costs.

About Racklive

Racklive is an ISO 9001:2015 certified data-center rack-level solutions division of ASA Computers. We're staffed by a team of top mechanical, electrical, and system engineers, along with production and project managers who work together on data center projects from pre-deployment site surveys through field deployment services and specialized customizations. For companies that want to control their own infrastructure and build their own clouds, Racklive provides the expertise to build custom racks for a wide variety of applications as market dynamics change and new opportunities arise. Our partnerships with leading manufacturers, like Dell Technologies, provide access to best-in-class servers, storage, networking, and software to better serve the always-evolving needs of our customers.

To learn more about Racklive's integration services, [click here](#). For more information on Dell Technologies' server and storage solutions, [click here](#).