(intel®)

Providing a Robust Foundation for a Next-Generation Cloud Platform

Applied Innovations delivers outstanding performance in a virtualized environment while driving down costs with the Intel® Xeon® processor E7 v2 family

Company

Applied Innovations is a web hosting services provider that specializes in hosting on the Microsoft Windows Server* platform. The company offers cloud, dedicated, and shared hosting services in addition to network solutions and application servers. Known for its exceptional reliability and best-in-class service offerings, Applied Innovations supports approximately 35,000 web sites and 10,000 customers worldwide.

Challenge

Applied Innovations sought an advanced processor architecture for launching the next generation of its infrastructure-as-a-service cloud hosting platform. Processors had to deliver outstanding performance and scalability for a wide array of applications that customers are now running in the cloud, ranging from business intelligence, analytics, and mission-critical line-of-business applications to Microsoft Exchange* and SharePoint*. To control pricing and maintain profitability, Applied Innovations also needed processors that could help maximize the number of workloads that the company could run on each server.

Solution

After running a proof of concept to test the latest Intel® processors, Applied Innovations selected the Intel® Xeon® processor E7-4890 v2 as the foundation for its next-generation cloud hosting platform. The four-socket servers represent a platform shift from its earlier cloud hosting environment, which used two-socket servers equipped with previous-generation Intel Xeon processors. The new servers, which will run Microsoft Windows Server 2012 R2 with Hyper-V* technology, will enable Applied Innovations to run more workloads, and support more customers, in a smaller physical footprint.

Benefits

The proof of concept with the Intel Xeon processor E7 v2 family showed that Applied Innovations could consolidate its cloud hosting infrastructure by more than 80 percent. "In the past, each cluster included 12 dual-socket servers," says Jess Coburn, CEO of Applied Innovations. "Now we can consolidate the workloads from three of those clusters into a single cluster with six four-socket servers. With the Intel Xeon processor E7 v2 family, we can deliver the performance and scalability our customers require while significantly reducing our power, cooling, real estate, and software licensing costs." The company expects to reduce power, cooling, and real estate costs by two-thirds and licensing costs by one-third. Cutting those costs will help the company keep pricing low and remain profitable in a highly competitive marketplace.

Find the solution that is right for your organization. Contact your Intel representative, visit **Business Success Stories for IT Managers**, or explore the **Intel IT Center**.

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– Jess Coburn,
CEO,
Applied Innovations

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