

Fuji Xerox Australia Case Study

“Tardis has supplied Fuji Xerox Australia with IT services for the past six years. We have a mutually successful working relationship; it’s as simple as that.”

Dave Grant, Corporate Infrastructure Team Leader,
Fuji Xerox Australia

The Company: Fuji Xerox Australia

Industry: IT document management - print solutions, software and managed services

Geographics: Headquartered in Sydney, Australia with branch offices in Canberra, Melbourne, Brisbane, Perth and Adelaide

Revenues: \$791.4 million - 2009/2010 financial year

Employees: 1,700 Australia-wide

The Solution: Virtualisation and consolidation of 52 servers into a three-node virtual farm using IBM® System x® 3650 M2 servers running VMware® vSphere™ 4.0 and IBM DS 3400 storage, providing a newly dynamic infrastructure.

Business Challenge

In its quest to operate a commercially sound, environmentally sustainable business, Fuji Xerox Australia demands that its IT infrastructure meets its high standards for the reduction of carbon emissions. To achieve this, Fuji Xerox Australia spent a number of years testing a virtualised environment with a two

server, non-critical-application farm. This gave the company the opportunity to explore a more dynamic infrastructure that would improve service due to the clustered nature of the farm, reduce costs and manage risk.

Tardis Solution

Close collaboration between Fuji Xerox Australia and Tardis sees the two companies in regular discussions on solutions for the business’ key IT pain points. When the time came to expand the company’s virtual environment to encompass core business activities on both Windows and Linux platforms, Tardis arranged for the Fuji Xerox Australia IS team to attend presentations and seminars on the most up-to-date hardware and software technologies in order to make an informed decision on the solution that would serve the company best, bringing it close to a cloud computing environment.

Business Benefits

With its Tardis solution, Fuji Xerox Australia can:

- Host both e-commerce sites and internal production systems
- Add new servers in less than an hour
- Maintain currency of all patches and updates with no outages

Quantifiable Benefits

While some physical servers are still being migrated, Fuji Xerox Australia enjoyed several benefits from the start. These include:

- An outage-free environment — the system has been running continuously since it first went live in 2009
- Significant hardware and support savings with the virtualised environment consisting of just three physical servers supporting 49 virtual servers
- Vastly reduced rack space, floor space and electricity requirements
- A smaller carbon footprint



Fuji Xerox Australia Case Study (cont.)

Sustainable virtual farming — here to stay

Fuji Xerox Australia is a leading enterprise in the document management, printing and publishing environments. Tardis has handled many aspects of its IT environment since 2004.

An early project was the replacement of Fuji Xerox Australia's Sun servers for its Unix environment with an IBM System p solution that provided more flexibility with less hardware at a lower cost. This entailed replacing eight servers with a single smaller server.

Tardis also recommended and implemented Fuji Xerox Australia's first virtual farm. Having experienced the benefits of a small virtual environment, the company's corporate infrastructure team leader Dave Grant says the business case for increasing the farm to encompass 52 servers was straightforward. "Once you understand the real benefits of a virtual environment and have a faultless implementation, the rest follows."

Fuji Xerox Australia's IS team had the necessary expertise to implement and configure the system internally, migrating one physical server at a time, optimising and gaining confidence as they went.

Harvesting the benefits

The solution has helped Fuji Xerox Australia to take advantage of new opportunities and provide infrastructure to internal groups at a cost and in a timeframe that would never have been achievable previously - so much so that 50 percent more RAM was added with no outage at all during the system's first six months of operation.

While previously the process of acquiring just one new server was time consuming, Grant says demand can now be met within an hour. "Often, rather than needing an incredibly powerful server to run something, we just need to run it separately. Virtualisation makes it so much quicker and easier to do that - we can deploy a server in about 15 minutes. Patches and updates become almost an issue of the past; you don't have to worry about drivers because you're abstracted from the physical hardware. We can make changes in the VMware environment by taking one of the

servers offline while still maintaining the entire farm. We are even able to do the firmware and driver updates at the same time. We could never do this before; it always required an outage."

It's not just maintenance time and cost that's been reduced. "Not needing to replace 49 physical servers means that software licensing, hardware and power bills as well as floor and rack space have all been reduced dramatically," Grant continues, "In two years we've gone from needing to expand our data centre to physically gain more space to needing just a fraction of the space. We've reduced our racking from 52 RU to six RU which is about one and a third racks fully populated with these boxes, including space for switching and cabling. Those factors have given us significant savings in space as well as energy consumption."

A dynamic infrastructure? You can bet the farm on it

Fuji Xerox Australia has commenced procurement of an additional two servers to expand the farm from three to five nodes. "About 40 percent of our Windows servers are now virtual," says Grant. "We are on Linux in VMware as well; virtualisation is the best solution for us from a cost perspective, as well as sustainability, ease of DR and more. In the last six months we've really come to appreciate the benefits of a virtual environment."

Fuji Xerox Australia's IS team is now reviewing Lab Manager, VMware's software development and testing tool. Lab Manager could increase the parameters of the company's application development by giving its developers more freedom and confidence, thanks to the security of being able to revert to a previous environment.

The virtualised environment allows Fuji Xerox Australia's systems to run more efficiently. With the company still migrating servers, many benefits are yet to be realised. Grant says: "Our relationship with Tardis is solid and we are confident that we will continue to reap the benefits."

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