



BERTELSMANN

## **ARVATO SYSTEMS INCREASES PERFORMANCE AND REDUCES COSTS WITH THE AMD OPTERON™ PROCESSOR**

*"We selected AMD Opteron™ processors primarily because of their exceptional performance when running 64-bit SAP applications and their value. Secondly, but equally important, we chose AMD for its ability to deliver a highly available platform based on industry standards. We believe that AMD's unique Direct Connect Architecture will allow us to introduce new services for our customers more rapidly and cost-effectively without sacrificing the performance of our existing applications."*  
— Dr. Karsten Lienau, IT Project Manager, arvato systems GmbH

### **Challenge**

- arvato systems is a global, industry-leading company in the competitive Web hosting industry, and is the media services provider for Bertelsmann AG, one of the world's largest media companies.
- To retain its competitive edge, arvato systems needs to support in-demand technologies like 64-bit applications while driving costs out of its business processes.

### **Solution**

- arvato systems deployed 142 AMD Opteron™ processors running Suse® Linux® on 52 HP ProLiant® DL585 and DL385 servers.
- AMD64 technology-based solutions currently support many of the company's 64-bit SAP applications, various Web servers, and a failover system.

### **Impact**

- Since deploying AMD Opteron processors, arvato systems estimates it has reduced its total cost of ownership (TCO) by 40 percent while more than doubling the speed of its SAP applications.

- The company is running several of its 64-bit SAP applications on AMD64 and plans to migrate more and more 32-bit SAP applications to AMD Opteron processor-based systems in 2006.

### **Organizational Profile**

With 25 years of experience, Germany-based arvato systems is a global leader in full-service IT provision. The company offers a wide spectrum of products and services including project consultation, and software implementation as well as proprietary products and tailored solutions for entire industries and individual clients. arvato systems also manages the IT systems at its vast computer centers 24 hours a day, seven days a week.

For more information about arvato systems, visit [www.arvato-systems.com](http://www.arvato-systems.com)

### **Challenge**

As a global service provider, arvato systems needs to preserve its competitive position by offering new and innovative services to customers while maintaining mission-critical availability and keeping costs low. In response to customer demand, arvato systems planned to migrate its SAP applications to a 64-bit architecture. Because its incumbent system (based on a competitive processor) could not support 64-bit applications, arvato systems turned to AMD.

In addition to supporting 64-bit applications, arvato systems required a vendor that could maintain critical uptime and ensure top performance of its customers' applications. "We required a powerful system that could run our memory-intensive SAP applications with the highest possible performance," said Dr. Karsten Lienau, IT Project Manager, arvato systems GmbH. "While we demanded exceptional service from the processors, we also needed to acquire the technology at an affordable price. Our initial testing led us toward servers powered by AMD Opteron™ processors."

### **Solution**

arvato systems deployed AMD Opteron processors running Suse® Linux® on 52 HP ProLiant® DL585 and DL 385 servers. The solution currently supports many of the

company's 64-bit SAP applications, various Web servers and a failover system that helps maintain uninterrupted service for arvato systems' customers.

"We selected AMD Opteron processors primarily because of their exceptional performance when running 64-bit SAP applications and their value," Lienau said. "Secondarily, but equally important, we selected AMD for its ability to deliver a highly available platform based on industry standards. We believe that AMD's unique Direct Connect Architecture will allow us to introduce new services for our customers more rapidly and affordably than in the past and without sacrificing the performance of our existing applications."

### **Impact**

Since deploying AMD Opteron processor-based systems, arvato systems estimates it has enjoyed a 40 percent reduction in its total cost of ownership (TCO) while more than doubling the speed of its SAP applications. Lienau described one example of the real-world benefits of arvato systems' AMD64 technology-based solution: "We recently migrated a business intelligence system for one of our top media customers to AMD Opteron processor-based HP servers. Prior to the migration, reports would take one minute to run, but the AMD Opteron processor helps complete the reports in just 20 seconds. The customer was completely thrilled with the 65 percent improvement in run time."

Lienau also reported that the AMD Opteron processor has provided outstanding scalability and helped the company maintain the industry-standard mission-critical availability for its applications and services for customers.

Currently, all of arvato systems' 32-bit SAP applications run on a competing processor while all 64-bit SAP applications are powered by AMD Opteron processors. "We will eventually migrate more and more of our SAP applications to AMD64 technology-based systems," Lienau said.

Lienau further elaborated on the benefits of implementing AMD Opteron processor-based solutions by stating, "AMD64 is truly, with respect to price-performance ratio, the best environment for arvato systems' applications and infrastructures like SAP



applications, databases, and Web servers that require the industry's most robust processing power and exceptional total costs of ownership."

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### **About AMD**

Advanced Micro Devices (NYSE: AMD) is a leading global provider of innovative microprocessor solutions for computing, communications and consumer electronics markets. Founded in 1969, AMD is dedicated to delivering superior computing solutions based on customer needs that empower users worldwide. For more information visit [www.amd.com](http://www.amd.com).

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