



Vantage Club

Dell helps Market-IP achieve worldwide growth

Market-IP provides geographic optimization services for the mapping, geolocation, planning, and driving analysis technologies markets. With over 10 years' experience in technology development, the company offers a comprehensive portfolio of complementary geographic optimization products to support businesses in managing mobility.

Customer profile

• • **Market • ip** • •
creating mobile intelligence

Company: Market-IP
Industry: Mobility services
Country: Belgium
Employees: 17
Website: www.market-ip.com

Business need

In the coming years, Market-IP aims to achieve 100 percent business growth. To support this ambition, the company set out to find a supplier capable of providing a solution that combines best-in-class security, scalability and availability.

Solution

Dell created a private cloud environment for Market-IP that enables the company to achieve fast growth. The new environment consists of three physical servers on which VMware is installed. At the moment, the infrastructure features 20 virtual servers, with the option of instant configuration of additional servers should this be required.

Benefits

- 24/7 global customer access to mobility solutions
- Easily scalable, virtual environment
- Dell support in selecting the right solution



"Dell provided the perfect solution for our growth dilemma, creating a private cloud that enables us to realize our growth ambitions."

Frederic Ledent,
Product Manager Market-IP

Market-IP enables companies to ensure optimum mobility control over assets and employees using software solutions for geographic optimization. These software solutions comprise four specific products, each catering to specific mobility needs, which can be combined to achieve worldwide optimization of mobile resources. Over the next two years, the company intends to almost double its workforce from 17 to 30 people. To achieve this and to ensure the continuity of its global service, Market-IP wanted to radically transform its storage environment and migrate it to the cloud.

Security and availability are vital

At the company's office in Nannine, Belgium, Frederic Ledent, Product Manager, explains why Market-IP turned to Dell for this project. "We offer our customers worldwide 24/7 access to a wide range of mobility services. With our expertise in telematics solutions, cartography and geographic optimization, we enable our customers to optimize the efficiency of their assets, car fleet, machines, materials and staff, while improving productivity and service, controlling or reducing their non-productive operational costs, and automating the administration processes. Besides personal details, our software solutions contain important personal information on our customers' mobility behaviour, and they need to be available round the clock. This means that security and availability are vital. We can't afford downtime as our customers and the security of their mobility services depend on our solutions. We allow the fleet manager of a big multinational company, for example, to rest assured that all vehicles are equipped with anti-carjacking systems. And an oil company can map all drilling rigs, anywhere in the world, using a telemaintenance system that generates alerts as soon as the slightest technical problem occurs."

Proven service

"Once we had decided to prepare our environment for the coming growth, we set out to find a supplier capable of ensuring the availability and security of our services," says Ledent. "We had been working with Dell as the supplier of our laptops and stand-alone servers over the past ten years, and had built up a firm relationship in that time. Of course, we also contacted other candidates, but they all proved second-best for various reasons, such as an inability to provide a single point of contact, a lack of proposal transparency or simply being difficult to talk to. Dell had built up a proven service record over the years and our relationship had remained efficient and professional."

According to Ledent, another point in Dell's favour is that it uses a solution that makes a thorough analysis of the IT environment. This analysis showed that easy scalability was a key requirement. The ongoing stream of new customer requests necessitates expansion of the IT environment at very short notice. Ledent says, "Based on the outcome of the analysis and our growth ambitions, we opted for setting up a private cloud. Dell advised us on the solutions that best matched our objectives. We have some cloud knowledge ourselves but it is not as accurate as Dell's. We selected an Equallogic solution comprising three physical servers on which VMware is installed. Currently, our infrastructure

"With the Dell solution, we achieve 40 per cent cost savings while at the same time doubling our capacity."

Technology at work

Hardware

PowerEdge R510 Servers

PowerEdge R610 Servers

Tape library

EqualLogic SAN

Power Connect Switches

VMware

SQL licenses



comprises 20 virtual servers, running two of our core services. In a few months time, we will complete the migration of all four core services to the new environment.”

Maximum flexibility at lower costs

Ledent: “We are very satisfied with the collaboration and the results. The meetings, the analysis and implementation stages, and the commissioning of the new environment all ran smoothly. The new environment is easy to manage and offers maximum flexibility. And, equally important, virtualization of the environment will bring us about 40 per cent cost savings, while doubling our capacity and speeding up our services. And we have almost eliminated downtime as the new environment is distributed across two data centres. In case of emergency, a back-up environment with two firewalls is automatically activated in less than two seconds, with no intervention required on our part. In addition, Dell’s support service guarantees short problem resolution times should anything occur. And with a single point of contact we don’t lose precious time. The Dell team knows who we are and replacements are guaranteed within one hour. And, of course, Dell’s reputation is also good news for our own customers – they appreciate the quality of Dell’s products and, consequently, our own services. All in all, our collaboration with Dell goes beyond the usual relationship of customer to supplier, and is a true partnership.”

