



# Net Logistics delivers world-class reliability, flexibility and performance in enterprise hosting



## Overview

How do you maintain your reputation for excellent services and support, while ramping up to compete against major new market entrants?

For Australian hosting and colocation provider Net Logistics, the answer was to replace its Dell infrastructure with Flex System servers and switches from Lenovo. The new infrastructure offers greater reliability and flexibility, at 15 percent lower cost, making it easier for Net Logistics to maintain service levels and competitive pricing without sacrificing margin.

Net Logistics, based in Sydney, provides premium server hosting and colocation services to Australian enterprises from state-of-the-art data centers. Certified to ISO/IEC 20000, the organization follows proven best practices in IT service management.

Karthick Rajendran, Managing Director, Net Logistics, says: “Net Logistics offers both shared and dedicated hosting and full colocation of client servers, all in the Equinix SY2 and SY3 data centers, which provide world-class security and communication links. For our shared and dedicated server offerings, where we own the hardware and clients rent it on a monthly basis, our key challenge is making sure that we can rapidly deploy large numbers of physical servers to meet client demand.”

## Ramping up in the face of global competition

As its offices are physically inside the Equinix data centers, Net Logistics is able to provide extremely responsive support for its enterprise hosting clients. This responsiveness—and the ability to precisely customize services to each client’s needs—gives Net Logistics an edge over new market entrants, including large global hosting companies.

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—Karthick Rajendran,  
Managing Director  
Net Logistics



“Rackspace and Amazon are now both present in Australia,” says Rajendran. “Their approach, based on custom-built hardware and extreme scale, caused us to think about the speed at which we could deploy new environments for our clients. We remain very comfortable that we can offer much better service levels, with direct, hands-on, person-to-person support, but we wanted to be sure that these pureplay cloud vendors were not outflanking us on price or responsiveness. This meant finding a new server vendor capable of providing large numbers of high-quality servers within short timeframes—and at competitive pricing.”

### Rapid deployment, bulletproof service

“Our hosting environment had been based on Dell servers for more than ten years, but in addition to some reliability issues, we found that the pricing no longer stacked up,” says Rajendran. “We looked at offerings from other major vendors including HP, Supermicro and Cisco, but in the end only Lenovo could give us the technical quality at a price that made economic sense. In particular, Lenovo enabled us to do what we wanted from the networking perspective.”

Net Logistics deployed 12 Flex System™ Enterprise Chassis, each with a full complement of 14 Flex System x240 nodes, for a total of 168 physical servers. Each x240 node has two Intel® Xeon® E5-2600 v2 processors offering high performance for diverse workloads. Reliable, high-performance networking is provided by Flex System Fabric EN4093R 10Gb Scalable Switches. This infrastructure supports the dedicated hosted infrastructure for around 15 large clients, all backed up to ten System x3650 M4 servers located at the secondary data center. For the time being, the shared hosted infrastructure remains on the original Dell hardware, but Net Logistics plans to move it to Flex System when the old servers are out of support.

“Deployment was very fast—we were up and running within 14 days of placing the order,” recalls Rajendran. “Following the acquisition of the the IBM System x® business by Lenovo, the transition was extremely smooth. The entire team we were working with has come over to Lenovo, so there has been complete continuity in service. We have excellent local support from Lenovo, and that certainly translates into a better level of service to our clients.”

### Efficient, reliable, cost-effective

Choosing a Flex System solution from Lenovo gave Net Logistics increased reliability versus its Dell blades—and 15 percent lower pricing. “The Lenovo servers cost less to buy, which helps us compete against even our largest global competitors,” says Rajendran. “We also see greater operational value: the Lenovo servers offer more flexibility in management, and that ultimately means that we spend less time and effort on systems administration.”

#### Solution components

##### Hardware

- Flex System™ Enterprise Chassis
- Flex System x240 with Intel® Xeon® processors
- Flex System Fabric EN4093R 10Gb Scalable Switch
- System x3650 M4

##### Software

- VMware vSphere
- Microsoft Hyper-V
- Red Hat Enterprise Virtualization
- Parallels Cloud Server

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The hosting service at Net Logistics is targeted at companies that want to minimize the cost and complexity of managing infrastructure, so that they can focus on their core business. The highly reliable and easy-to-manage Lenovo servers ensure that Net Logistics can provide excellent service levels at competitive pricing—enabling the company to compete on both quality and economics.

“We are leveraging the keen pricing and quality hardware from Lenovo to service the growing needs of our enterprise clients,” concludes Rajendran. “As we grow our hosting environment, we are confident that Lenovo will continue to deliver on our expectations.”

### For more information

To learn more about Flex System, contact your Business Partner or visit: [lenovo.com/systems](http://lenovo.com/systems)

For more information about Net Logistics, visit: [netlogistics.com.au](http://netlogistics.com.au)

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