

USinternetworking, Inc.

Now serving: instant enterprise applications



COMPAQ
Inspiration Technology

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Mike Klass, Director of Microsoft Technologies, USinternetworking, Inc.



Business results:

- > Robust, secure, redundant Compaq-based data centers that differentiate USi in the emerging ASP market
- > Maximum availability and protection for enterprise application hosting
- > Easy, proactive and centralized management across global data centers
- > High reliability and high performance ensure USi's ability to deliver zero outages for USi's messaging customers
- > Breadth of Compaq server models allows for customer customization and flexibility
- > USi's partnership and technical relationship with Compaq provide architectural time, testing time in Compaq labs to create cost-effective solutions with superior performance and SLAs

The Application Service Provider (ASP) industry is in full bloom, providing applications to businesses, and saving them the trouble and high costs of implementing and managing their applications and supporting platform. USinternetworking, Inc. (USi), based in Annapolis, Maryland, is an ASP that takes full responsibility for the complete life cycle of today's leading applications — including Microsoft Exchange, Siebel eBusiness, and PeopleSoft enterprise-resource-planning solutions — to companies eager for a running start. USi relies on highly reliable ASP technology from Compaq Computer Corporation to host its business-critical application offerings.

“USi originally chose Compaq *ProLiant*™ server solutions to associate itself with best-of-breed systems and ensure reliability for our customers,” says Mike Klass, director, Microsoft Technologies, USinternetworking, Inc. “Today the flexibility of the *ProLiant* DL models — and the unmatched Compaq support for manageability and automation — keep us coming back.”

Automation, including the ability to deploy all of its Compaq *ProLiant* servers in a preset and uniform fashion, is a critical component to USi's capacity to scale as an ASP without exponentially adding human resources. “It gives us speed, flexibility and scalability — and a real competitive advantage,” continues Klass.

Serving the demanding needs of the ASP industry

USi's Enterprise Data Centers deliver robust, secure and reliable computing to its customers from the ground up. Using a mix of Compaq *ProLiant* servers — including the DL360, DL380, DL580 and 8500 models — and running the Microsoft Windows NT Server network 4.0 and Microsoft Windows 2000 operating systems, this platform yields the solid infrastructure demanded by Internet-enabled business applications.

To meet capacity demands, each USi client employs a dedicated *ProLiant* server with 24 x 7 server monitoring and performance tuning. Users gain browser access to the multi-tiered servers through a Cisco-powered network via the Internet or private lines. Typically, USi uses the *ProLiant* DL380 or DL360 to serve as a standard front-end, World Wide Web server interface for its customers; *ProLiant* DL580 or *ProLiant* 8500 server models are more often used for enterprise-application platforms and/or Microsoft SQL Server 7.0 and 2000 database platforms. The Microsoft Internet Information Server software directs Web traffic while the Microsoft Site Server Commerce Edition application enables secure online transactions.

According to Klass, the *ProLiant* DL series adeptly handles the redundancies required at USi. For example, Klass cites that the *ProLiant* DL320 allows USi to meet Service Level Agreements (SLAs) at a lower price by reducing the costs per seat, which in turn enables the company to offer its customers the highest quality service at a lower cost.

“We configure for no single points of failure,” he explains. “The Compaq *ProLiant* DL series gives us the best of both worlds: It’s a dense platform and saves a great deal of space, yet it still supports all of the redundancy options we look for — redundant power, CPUs and NICs — and gives us considerable flexibility in the disk arrangements,” explains Klass. “As an ASP, it’s a key platform for us.”

Klass adds that the scalability of the *ProLiant* system is ideal for the growth needs of an ASP: “The *ProLiant* system’s scalability and automation allow me to support many deliveries with a few people, decreasing manpower and improving customer satisfaction.”

For storage, USi uses a combination of internal Compaq Smart Array controllers and external SCSI-based Compaq *StorageWorks™* Enclosure 4250 and 4254 systems, depending on the application and customer profile.

Application-rich platform

USi offers its customers a true cornucopia of business-ready applications on its Compaq Windows 2000/NT-based platforms, including Microsoft Exchange 5.5 and Exchange 2000 software, e-procurement powered by Ariba, enterprise-resource planning from Lawson and PeopleSoft, customer-relationship management with Siebel Systems, e-commerce powered by BroadVision and Microsoft, USi e-business powered by Microsoft.NET (for Commerce Server 2000, BizTalk Server 2000 and SQL Server 2000), enterprise messaging powered by Microsoft Exchange and corporate portals powered by Plumtree.

To help set up customers quickly, USi often turns to both Compaq Global Services and the Compaq *ActiveAnswers™* Web site. A 24 x 7 maintenance contract with Compaq Global Services backs hundreds of servers, ensuring that USi data centers and its customers are up and running — no matter where they are located. The contract also covers Windows 2000/NT software.

Compaq partnership: a class act

The partnership between Compaq and USi benefits both USi — with joint marketing and extra service — as well as USi’s customers by ensuring that they receive priority treatment. Klass says that the partnership is truly a class act.

“What the Compaq ASP partnership means to USi is that we receive focused attention from Compaq Global Services’ technical representatives — including access to early *ProLiant* beta programs, access to scalability labs and access to advanced technology to help us steer our future product lines,” stresses Klass. “Compaq continues to drive capabilities into the platform that help me to do my job better — as well as provide exceptional service to our customers.”

The tight partnerships Compaq maintains with pivotal independent software vendors, such as Microsoft Corporation, also play a strong role in the successful synergy between USi and Compaq. “Because of the closely coordinated relationship between Compaq and Microsoft, we receive excellent support, and accurate and quick answers to problems,” explains Klass. “That’s a big bonus to us, because uptime is our lifeblood. The ability for me to keep my *ProLiant* environment highly available — and get immediate response when needed — is key to garnering our reputation.”

How sweet it is

As an example of USi’s capabilities, Klass cites the company’s work with Hershey Direct (www.hersheygifts.com), the catalog-sales unit of the world-famous chocolate maker Hershey Foods Corporation. Hershey Direct chose USi to build and maintain an end-to-end e-commerce solution based on the USi Internet Selling solution, Compaq *ProLiant* servers and Microsoft Site Server Commerce Edition. USi’s RAPID iMAP (Internet Managed Application Provider) methodology ensured the solution was implemented quickly.

According to George Spanos, manager of Internet/intranet applications development at Hershey Foods, the USi *ProLiant*-based Web solution targets Hershey Direct’s consumer and business-to-business executive audiences and offers buyers round-the-clock access to the unit’s full line of products. Microsoft Site Server Commerce Edition provides advanced e-commerce capabilities for online transactions with secure order capture, management and routing.

The solution also integrates with back-office operations — such as customer information systems — which allows Hershey to offer individualized services to buyers. With *ProLiant* servers, USi reliably delivers the performance that Hershey Direct needs. “USi networking provides us with a comprehensive SLA that guarantees us high availability and low latency,” says Spanos.

Managing the world from a desk

USi maximizes uptime for computing resources with Compaq *Insight Manager™* XE and the USiView monitoring platform. “The combination of Compaq *Insight Manager* XE and the Compaq Remote Insight Lights-Out Edition boards provides excellent Web-based management and control over

What makes it work:

Hardware:

- > A wide breadth of Compaq ProLiant servers, including ProLiant DL360, DL380, DL580, and ProLiant 8500, running Microsoft Windows NT 4.0 and Windows 2000 Server network operating systems
- > Compaq Remote Insight Lights-Out Edition
- > Compaq StorageWorks Enclosures 4250 and 4254
- > Compaq Smart Array controllers
- > Cisco-powered network

Software:

- > Compaq Insight Manager XE software
- > Siebel eBusiness solution (customer-relationship management)
- > PeopleSoft enterprise-resource planning
- > Lawson enterprise-resource planning
- > Microsoft Windows NT Server network and Windows 2000 operating systems
- > Microsoft Exchange 5.5 and 2000
- > Microsoft Internet Information Server
- > Microsoft Site Server, Commerce Edition 3.0
- > Microsoft SQL Server 7.0 and 2000 database
- > Ariba e-procurement
- > BroadVision e-commerce
- > USi e-business powered by Microsoft.NET (for Commerce Server 2000, BizTalk Server 2000 and Microsoft SQL Server 2000)
- > Plumtree corporate portals

Services:

- > Compaq Global Services maintenance contract

“The USi systems team includes experts from a range of companies and backgrounds, but we all agree that Compaq is a blue-chip name to have in our data center. From a performance, engineering and support perspective, Compaq provides a superior level of quality and service other companies can’t match.”

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our ProLiant platform anywhere in the world from my office,” adds Klass. “USi can save on manpower at remote data centers and triage any problems, while carrying out configuration management locally.”

Compaq: A steady presence now and in the future

As USi adds customers and more services, Compaq technology will remain a steady presence in the company’s data centers. “The breadth of the Compaq ProLiant server line was the key factor in our decision,” concludes

Klass. “The USi systems team includes experts from a range of companies and backgrounds and we all agree that Compaq is a blue-chip name to include in our data center. From a performance, engineering and support perspective, Compaq provides a superior level of quality and service that other companies can’t match.”

For more information about Compaq products and services, visit the Compaq Web site at www.compaq.com or call 1-800-AT-COMPAQ.

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