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| ::xs4all_logo_190.jpg  Overview  Company: XS4ALL  Name: Joey Hofstede  Role: Senior Technical Architect  “By using Cluster Shared Volumes, we can create ‘fat’ servers with many virtual machines, eliminating the need for dedicated disks. That significantly drops our hardware costs and our total cost of ownership.”  — Joey Hofstede, Senior Technical architect, XS4ALL |  |  | Q. What is your role at XS4ALL?  My role is to keep the management team informed about what we’re doing for the next two years with our technology and infrastructure. I look at the big picture. For instance, how we can use virtualization in our next-generation data centers.  Q. What are your business goals and how does IT support them?  One goal is to use technology to help reduce our time-to-market. We believe we can do that with Hyper-V™ virtualization technology. Another goal for hosting is to increase our market share in the Netherlands. To do that, we have to participate in the market, see what’s changing, listen to what customers want, and then be able to adjust very quickly and alter our processes. We want to create an infrastructure in which we can rapidly change and be flexible enough to put new services on the market in a very short time.  Q. What are some unique challenges you face in your industry/business?  When it comes to hosting and access services, we see a bit of turnover with our customers. We would like to attract more customers and keep them with us. At the same time, we want to provide the perfect mix of additional services for our hosting solutions.  Q. What are some of the innovative things you are doing in IT to support your business?  There’s a very simple answer to that: putting Hyper-V technology into production last year. We transferred our shared Web-hosting environment—about 70 physical servers—to Hyper-V, so all components for Windows®-based Web hosting are now running on Hyper-V. Except for two domain controllers, we plan to virtualize everything in our environment—servers running Microsoft® SQL Server®, Microsoft Exchange Server, file servers—everything. Before we do that, it’s critical that we have the complete suite of Microsoft System Center products up and running, so we can constantly monitor systems across the infrastructure. That will be our focus over the next couple of months. |

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| “Our immediate strategy is to focus our time, effort, and investment on Hyper-V and Cluster Shared Volumes. These features will help us completely transform our IT environment and quickly achieve our goals.”  — Joey Hofstede, Senior Technical architect, XS4ALL   |  | | --- | | This case study is for informational purposes only. MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY.  Document published March 2009 | |  |  | Q. How do you feel Windows Server 2008 R2 will help support these innovative efforts?  Right now, our file and database servers are clustered with Windows Clustering Services and are backed by a storage area network [SAN]. With the first release of Hyper-V, every virtual machine requires a dedicated disk. That’s not a problem if you have just 10 virtual machines, but when you have several hundred, you need several hundred disks. With Cluster Shared Volumes, a new feature of Windows Server® 2008 R2 for Hyper-V clusters, we can put many virtual machines on a single disk. So instead of creating 100 disks, we can create, for example, 2 large disks and put 50 virtual machines on top of each one.  Q. Which specific technologies are you focusing on with Windows Server 2008 R2, and why?  Among all the new features of Windows Server 2008 R2, our immediate strategy is to focus our time, effort, and investment on Hyper-V and Cluster Shared Volumes. These features will help us completely transform our IT environment and quickly achieve our goals.  Q. A big focus recently has been on driving costs out of IT. How will you approach this using Windows Server 2008 R2?  One way is to simplify our SAN disk administration. By using Cluster Shared Volumes, we can create “fat” servers with many virtual machines, eliminating the need for dedicated disks. That significantly drops our hardware costs and our total cost of ownership. But overall, I would say we’ll take a multifaceted approach using a combination of Windows Server 2008 R2 with Hyper-V, Microsoft System Center Operations Manager 2007, and Microsoft System Center Configuration Manager 2007. We’re looking forward to using these with the new processors that Intel and AMD will launch soon. These processors will let us shut down cores in a CPU, which will drop our energy consumption, reducing that cost.  Q. Where do you feel Windows Server 2008 R2 will help with your Green IT initiatives?  Many of our cost-cutting measures also support our Green initiatives. Running Windows Server 2008 R2 on the new Intel and AMD processors, as well as the latest blade servers, will certainly help us operate a Green IT environment. It is something our government would like for all companies in the Netherlands to do. In fact, we receive subsidies from our government for everything we do with Windows Server 2008 R2 and Hyper-V, so it’s a win-win situation. |