



Project Gatsby Five Minute Facts

Thinking about upgrading your data center, network, or desktop functionalities, or adding new capacity? Here is the Project Gatsby Five Minute Fact Sheet, designed to help your team understand the benefits of virtualization at every level.

Why Optimize your Data Center with Virtualization?

In simple terms, virtualization of server units increases data center processing capacity exponentially. By allowing unused server capacity to be tapped, processing tasks are shared across your system, improving server processor utilization by a factor of up to 35:1. Since virtualization also allows for multiple server roles to be housed within each box, the system can distribute the data processing load of disparate functions such as serving email, warehousing data, and supporting financial transactions, for example. In effect, it creates an internal computing cloud, while keeping your data securely on your premises, all without the need for larger bandwidth capacity that's required to connect to an offsite cloud computing host.

Benefits of Server Optimization through Virtualization

Improve your OpEx Projections

Fewer boxes mean less dedicated floor space (square footage = rent), less power for heating and cooling, less technical support, and less maintenance. Our clients will generally see a 20–40% savings in IT maintenance costs alone, helping their operational bottom line stay healthy.

Improve your CapEx Projections

Grow smarter. Each new upgrade going forward can take advantage of the consolidation afforded by virtualization, with benefits proportional to growth. New centers need fewer server units, take up less space, are less costly to maintain, and use significantly less energy.

Lower Incidence of Failure

An 11:1 consolidation of 25 servers, for example, would reduce the group down to just 5 servers (2 virtual hosts & 3 of the original 25). The net outcome being fewer servers requiring scheduled maintenance, and lower overall likelihood of errors and time-outs due to lack of processor capacity.

Ready Scalability

Virtual data centers are by nature better prepared to handle occasional spikes in processing load, as well as corresponding incremental increases in workloads as people and workstations are added over time.

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Reduce Your Carbon Footprint

Conservation is our most overlooked opportunity to save energy, and thereby reduce impact on the environment. And, while electricity may seem clean, the energy produced by our coal and oil burning power plants isn't. They are our biggest source of greenhouse gases such as carbon dioxide, contributing to global warming. And if powering fewer computers, you are burning less energy and therefore reducing your carbon footprint.

Each kilowatt-hour of electricity saved translates to 1.5 to 2 pounds less carbon dioxide released into the atmosphere by power plants. With worldwide initiatives forming to hold global warming at bay, it's clear that every avenue of energy savings will be explored by forward-thinking companies in coming years - not only for the cost savings, but because it's the right thing to do.

Project Gatsby offers a powerful three-component data center optimization solution:

- Best-in-class data server hardware
- Intelligent virtualization software from industry-leading providers
- Certified expert implementation and support

As virtualization specialists, Project Gatsby has an established a track record with server center virtualization in high-demand production environments, deployed over small, medium and large server arrays, from 10 to 250 boxes per center.

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