



Web Hosting Company Hosteur Quadruples Email Service Performance

Leading French web-hosting company scales email services to support up to 10 million emails daily

Solution Focus

- Microsoft SQL Server 2012
- VMware ESXi 5.1
- Messaging
- Software as a Service (SaaS)

Summary of Benefits

- **3-4X more workload** with one Fusion ioMemory - ioDrive card
- **8X performance density**
- **Scale to 10X workload** in same server
- **Virtualize database** to ease maintenance
- **Dell Supported** solution

The Challenge

Hosteur is a leader in the French web-hosting market with responsibility for tracking millions of emails for over 40,000 websites. Hosteur customers range from small companies with simple systems to name-brand customers such as Nestlé, Generali, and Insurance Carrefour.

Hosteur's SQL Server-based email system provides analytics that help customers manage their online businesses. For example, retail companies can monitor the sending and opening of invoice confirmation emails. Similarly, eCommerce companies can monitor the effectiveness of promotional emails by tracking when users open or click promotional links.

Laurent Escart, CEO of Hosteur, described the challenge this system faced: "We send eight to 10 million email a day, tracking different information for each email. Storing and accessing all this data quickly requires a very high performance system."

Hosteur needed to:

1. Increase the performance of the email tracking system
2. Keep a minimal server footprint
3. Provide headroom for future growth
4. Support a virtual environment
5. Be easily managed and supported by Dell

The Solution

Mr. Escart and his team solved all of these problems by moving active data off local hard drives and onto a Fusion ioMemory™ ioDrive® product.

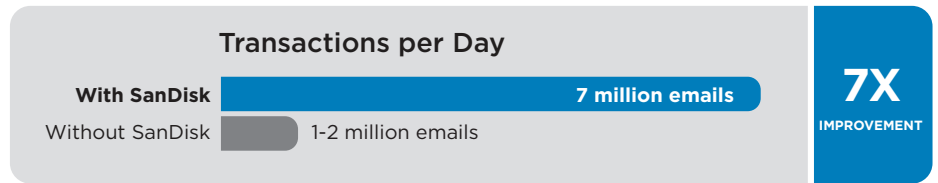
Quadruple the Performance

Mr. Escart said his previous hard disk-based system could only process about half of their eight million emails per day.

The Fusion ioMemory solution completely eliminated this problem. "We estimate we can send three to four times the volume of email per day than we used to," Mr. Escart said. "We now regularly process 7 million transactions per day without any slowdown in performance."

“We estimate we can send three to four times the volume of email per day than we used to.”

Laurent Escart,
CEO, Hosteur



Mr. Escart noted how this performance improves Hosteur’s customer service: “We estimate the overall server workload capability to be about 10X of the prior system. This increases the value of the services we provide to our customers, as we can now process all email transactions, and are even expanding the types of events we track. Individual email response times are also faster, which improves our customers’ responsiveness to their end customers.”

Scalability Made Simple

As a leader in the hosting space, Hosteur’s innovative IT team wanted to design a solution that would do more than just meet its existing performance challenges—it also had to scale easily to support future growth.

Fusion ioMemory was an ideal fit. “We estimate we can scale server workload to 16 million email per day simply by adding more Fusion ioMemory capacity to the same server,” Mr. Escart said. “This makes it easy to support future growth.”

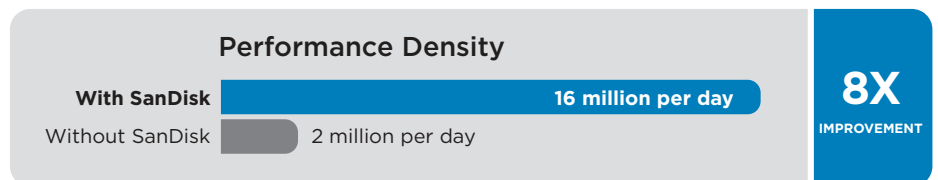
Virtualizing a Data-Intensive Database

Fusion ioMemory’s VMware-ready status facilitated a secondary goal of Hosteur’s—to virtualize even data-intensive databases, making them easier to manage.

Mr. Escart said, “Virtualization was not practical with the previous disk-based system because of performance limitations. We tested Microsoft SQL Server in the VMware Hypervisor on ioDrives, and it worked perfectly. We are now running the virtualized database in production.”

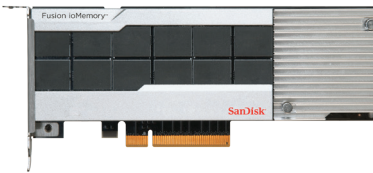
Full Dell Support

Mr. Escart noted the value of SanDisk® as a qualified and supported solution by Dell. “We have a valued partnership with Dell. Their solution experts helped us obtain the Fusion ioMemory products, design the solution around our needs, and implement it.”



SanDisk Powered Software Stack

Email Analytics Consumer
EmailSolar
MySQL 5.58
Microsoft SQL Server 2012
NTFS
Windows Server 2008 R2 SP1 x64
VMware ESXi 5.1
VSL
Fusion ioMemory - ioDrive2



Fusion ioMemory™ - ioDrive®2

System Overview



Email Analytics System Before

- 1 x 1U server, dual quad-core Intel Xeon E5520 @2.27GHz processors, 16GB RAM
- OS: Windows Server 2008 R2 SP1 x64
- Database: Microsoft SQL Server 2012
- Application: EmailSolar
- Hard disks: 4 x SAS 15k RPM in RAID 5

Email Analytics System After

- 1 x 1U server, Dell R620 server, dual hex-core Intel Xeon E5-2620 @2.0GHz processors
- Database runs in a VMWare ESXi 5.1 hypervisor on a Fusion ioMemory - ioDrive2 1.2TB card

Summary

Implementing Fusion ioMemory gave Hosteur the following benefits:

- 3-4X more workload with one ioDrive card
- 8X performance density
- Scale to 10X workload in same server
- Virtualize database to ease maintenance
- Dell Supported solution

About Hosteur

Created in 2003, Hosteur is a leader in the French web hosting market. Hosteur currently hosts over 40,000 websites, from simple website to companies with complex high-availability needs.

Hosteur offers a wide range of high-quality products and services that are used by customers such as Nestlé, Generali and Insurance Carrefour.

The Hosteur Pro service is designed for customers that require 24/7/365 availability with high service levels. It offers the best connectivity and technology on the market with a complete, automated management system. Hosteur offers customers a high quality network, easy to use customer portal and a robust API that provides remote access to all products.

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The performance results discussed herein are based on Hosteur internal testing and use of Fusion ioMemory products. Results and performance may vary according to configurations and systems, including drive capacity, system architecture and applications.

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