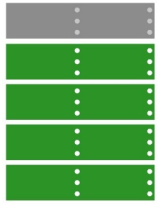


COLGATE-PALMOLIVE OPTIMIZES VIRTUAL ENVIRONMENT WITH TURBONOMIC



Maximized Utilization of Infrastructure



Eliminated Wasteful Investments



Control of Virtualized Environment



SITUATION

In an effort to achieve greater IT efficiency, the Colgate Enterprise Service Center is consolidating fifty data centers around the world into one global data center in Piscataway, New Jersey. To succeed, this initiative requires strategic management of the company's expanding virtual environment in order to optimize return on Colgate's virtualization investments.

One of the biggest challenges in consolidating Colgate's data centers was generating accurate resource utilization data. "We lacked an easy way to show IT management how the environments were being utilized at the VM and application level," explains Arthur Fleiss, IT Architect for the Colgate Enterprise Service Center. Fleiss could not track current usage patterns, or any key performance trends indicating which machines were under or over utilized. According to Fleiss, his people were guessing at capacities using assumptions based on data that no longer accurately represented the existing environment.

Lack of accurate and timely utilization data delayed decision making and resulted in unnecessary investments in physical resources. Colgate leases all of its IBM servers, storage and other equipment. When units reach the end of their lease, they decide to replace the expiring units with a larger or smaller device. Obtaining the data to make what Mr. Fleiss refers to as "smart buys" required extensive and time-consuming research.

TURBONOMIC CHOSEN TO DRIVE INTELLIGENT CAPACITY PLANNING AND OPTIMAL RESOURCE UTILIZATION

Seeking a platform that would determine optimal utilization of the real-time environment to project and plan future resource requirements, Fleiss turned to Turbonomic's autonomic performance platform. The planning functionality in Turbonomic utilizes a performance-based projection of the expected resource demand levels for each workload when modeling changes to the virtual environment. In determining how and where to allocate the workload, the Turbonomic solution takes into account a wide array of parameters that are often overlooked by 'capacity-based' algorithms. These capacity-based approaches focus on "empty slots" in the environment and tend to gloss over important scenarios where performance degradation has occurred previously – for instance, bottlenecks due to CPU wait stage or storage lottery.

COMPANY

Colgate-Palmolive

www.colgatepalmolive.com

CHALLENGES

- *Strategically expand global virtualized environment while assuring applications have necessary resources available*
- *Existing tools made no connection between real-time operations and capacity planning decisions*
- *Infrastructure investments were made based on old data and manual analysis*

TURBONOMIC SOLUTION

- *Turbonomic intelligently and automatically senses changes to application demand and adjusts infrastructure supply in real-time to improve utilization and ensure service delivery*

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Turbonomic understands the performance footprint and its historical variations, which is critical to getting capacity planning right.

Fleiss reports that the installation and implementation of Turbonomic was “exceptionally easy.” Colgate first installed the virtual appliance to their test and development clusters to gain familiarity with the user interface. Soon it was rolled out to their production clusters. “To attach Turbonomic to new clusters is really simple,” says Fleiss. “Just point it at the target environments and input the necessary credentials. It required no upfront planning, nothing to procure, set aside or download. Just install it and turn it on. This made implementation much easier.”

Many of Colgate’s application vendors, developers, and users are very particular about the environments in which their software runs. “Now,” explains Fleiss, “we have the data to show them that their application will fit in our virtualized environment, and moving forward we can make smart decisions on changing the configuration based on the resources being used. Additionally, we now have confidence assuring that the environment is capable of handling new applications and workloads before they are deployed.”

GLOBAL VIEW OF ENVIRONMENT PROVIDES ACCURATE INFORMATION FOR STRATEGIC DECISION-MAKING

Arthur Fleiss expresses great satisfaction in his experience with Turbonomic’s people and products. “Everything’s been very smooth,” says Fleiss, “installation was very simple. We have been working closely with Turbonomic to make the solution work for our specific needs and have gotten some very good results. They have been very responsive, and their product has been virtually problem-free.”

Turbonomic enabled Colgate to become more aggressive in virtualizing new applications, and making physical-to-virtualized (P2V) transition decisions, driving their overall utilization rate closer to 100%.

Arthur Fleiss has already recommended Turbonomic to many of his colleagues, who are equally satisfied with how rapidly the platform has optimized their virtualized environments. “Turbonomic is easy to use and reduces the burden on our operations teams by automating many of the decisions they were required to make to keep the environment in a healthy state, and you don’t need to be an expert to get the value out of it.”

ABOUT TURBONOMIC

Turbonomic delivers an autonomic platform where virtual and cloud environments self-manage in real-time to assure application performance. Turbonomic’s patented decision engine dynamically analyzes application demand and allocates shared resources to maintain a continuous state of application health.

Launched in 2010, Turbonomic is one of the fastest growing technology companies in the virtualization and cloud space. Turbonomic’s autonomic platform is trusted by thousands of enterprises to accelerate their adoption of virtual, cloud, and container deployments for all mission critical applications.

RESULTS

- *Autonomic platform drives real time performance across a diverse environment*
- *Resources have been intelligently and automatically allocated to drive higher utilization*
- *Capacity planning based on accurate, quickly delivered information*
- *Wasteful, unneeded investments eliminated, satisfying strategic goal of optimizing the environment*

“Turbonomic gives us a global understanding of resource utilization across our virtual environment at the application, VM, and physical infrastructure level. Now we have hard data on usage of all types, storage, I/O, CPU, and memory. More importantly, Turbonomic gives the ability to use this data to model out scenarios and make informed decisions on future upgrades and implementations.”

Arthur Fleiss
IT Architect
Colgate-Palmolive