

INTERACTIVE INTELLIGENCE INNOVATES DELIBERATELY AND PROACTIVELY WITH TURBONOMIC



Eliminated Resource Contention



Increased Efficiency of Virtual Resources



Shift from Reactive Monitoring to Continuous Control

SITUATION

For more than twenty years, Interactive Intelligence Group, Inc. has been a leading global provider of unified business communications solutions to businesses across all industries. With offices throughout the United States, Canada, Europe, the Middle East, Africa, the Asia Pacific region and Latin America, the company's worldwide headquarters is located in Indianapolis, Indiana.

Over the last three years, Interactive Intelligence has more than doubled the size of their employee base, leading the company to invest heavily in virtualization and move away from a physical desktop infrastructure. Matt Piekunka, Senior Lab Specialist at Interactive Intelligence, oversees the infrastructure for the company's development labs at the global headquarters, which has grown from 40 desktop towers since 2011 to 26 Hyper-V hosts supporting about 800 virtual machines (VMs). The lab is now more than 90% virtualized and provides testing, scaling and troubleshooting services for the company's Development team.

As the company continued to expand, it was faced with the challenge of rapid VM growth and accompanying VM sprawl. The burden placed on the lab to address inconsistent performance and disruption of virtualized workloads increased, as did the need for a robust capacity planning tool. Piekunka's team was "stuck in a perpetual break-fix cycle" in which they were only able to resolve isolated issues and were never full healthy, delaying more mission-critical processes and progress.

Piekunka saw the need for a management and control solution for his environment, but was only familiar with the resource monitoring tools native to his existing hypervisor. Although it provided performance alerts, the existing tool was not capable of addressing the problems automatically and proactively. He did not trust this tool to optimize his environment and thus set out to see what the other options were.

"Turbonomic was the answer to all of the problems I was having."

–Matt Piekunka, Senior Lab Specialist

While attending the Microsoft Management Summit in 2013, Piekunka came across Turbonomic and knew immediately that it was "the answer to all of the problems [I was having], I just didn't know it existed until then." After a fifteen minute download and deployment, Piekunka had Turbonomic up and running. Within another ten minutes, it was providing recommendations to optimize his environment.



COMPANY

Interactive Intelligence

www.inin.com

CHALLENGES

- *Inability to guarantee performance of mission-critical applications in rapidly expanding virtual environment with existing tools*
- *Inconsistent Quality of Service (QoS) and disruption of virtualized workloads*
- *Inefficient use of virtual and human resources*
- *Difficulty preparing for growth*

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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“Initially we didn’t automate, but pretty soon we set it to automate all recommended actions,” said Piekunka. “We trust it completely.” Since implementing Turbonomic, the team has seen increased efficiency for themselves and their hardware, as Turbonomic has taken the guess work out of their daily lives. With all VM migrations automated, Piekunka plans on automating resizing actions in the next few weeks.

“BEFORE TURBONOMIC, WE WERE VERY REACTIVE AND COULDN’T GIVE OUR DEVELOPERS WHAT THEY WANTED.”

Prior to Turbonomic, Interactive Intelligence’s IT processes were very reactive. “We’d get to the point where the memory was totally utilized on a host and we didn’t know if we should buy a new host or just wait for the demand to decrease,” explained Piekunka. “We couldn’t give our developers the new VMs they wanted since we were already at capacity.” After implementing Turbonomic in their development lab, Piekunka’s team has been able to provide the developers with what they actually needed, and provided justification for cutting down requests for unnecessarily large VMs.

During the transition from physical infrastructure to a virtualized environment, the development team began encountering increasing problems of resource contention during scalability testing, costing the company both time and money. Many of these issues were caused by resource contention within the environment, and by leveraging Turbonomic, Piekunka and his team were able to address the issues proactively, and get the most out of their investment in virtualization.

DELIBERATELY INNOVATIVE

“Our company directive is being deliberately innovative,” said Piekunka. “Turbonomic fits perfectly into the corporate culture, and has helped us eliminate many mundane maintenance and management tasks that bogged us down for so long. We can now focus on helping our developers be innovative without wasting time.”

After seeing the success Piekunka’s team has had with Turbonomic in Interactive Intelligence’s development lab, the company’s larger IT team is growing increasingly interested in implementing the technology to control the overall environment, particularly as they begin a migration to a more efficient and flexible flexpod infrastructure consisting of Cisco UCS blades

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*
- *Eliminated resource contention through full automation of VM migration*
- *Proactively prepared for migration to flexpod infrastructure*

“Turbonomic is one of very few IT products and software that I have used or currently use that I believe in 100%.”

Matt Piekunka
Senior Lab Specialist
Interactive Intelligence