

## DTP wins Big Green Chip Award second year in a row, this time, for reducing Knight Franks TCO by 90%.



### What is the Big Green Chip award?

The Big Green Chip Award is awarded to a Company whose project has had the greatest positive effect on the environment, for example, a project that encourages or helps people to reduce their carbon footprint by the use of a digital medium.

In 2010 DTP group won the award for their managed print and copy work with Leeds Metropolitan University. In 2011, DTP has scooped the award again for their work with global property consultancy, Knight Frank.

### About Knight Frank

Knight Frank LLP is a leading independent global property consultancy. With headquarters in London and New York, it operates from 207 offices in 43 countries.

Knight Frank has two geographically dispersed active data centres in London; over several years, a heterogeneous server estate comprising 20 racks and blade servers evolved across the sites, with VMware and Citrix XenaApp providing a virtualised platform to power a variety of MS applications including SQL, Exchange, SharePoint and Terminal Services.

#### DTP's server and storage solution

- 2 x HPBladeSystem c7000 Enclosures
- HP Virtual Connect Flex-10 10Gb Ethernet Module
- 28x HP ProLiant BL495cserver blades



#### Business Outcomes:

- TCO fell by 90 per cent.
- Storage running costs reduced by 85 percent.
- Carbon footprint fell by 90 per cent.
- Server and storage scalability, safeguard future business growth.
- Comprehensive disaster recovery capability protects business continuity.

**The Big Chip Award judges said,**  
**“this category has been won by a project that had an immediate, tangible and measurable effect on a company’s business”.**  
**The judges were impressed by a 90% reduction in carbon footprint & TCO.**

# DTP wins the Big Green Chip Award for the Second Year in a Row.



## The project that won DTP the Green Award—Knight Frank

### Knight Frank solution overview

Primary hardware  
2 x HPBladeSystem c7000 Enclosures  
HP Virtual Connect Flex-10 10Gb Ethernet Module  
28x HP ProLiant BL495cserver blades

### Objective:

Knight Frank wanted to replace its ageing servers and unreliable storage environment to drive down Total Cost of Ownership (TCO) and carbon footprint whilst boosting server utilisation and storage capacity.

### IT Improvements:

- High-performance, easily managed and scalable server environment.
- Reliable, cost-effective and scalable storage platform.
- Storage capacity increases by over 200 per cent.
- Server utilisation rises by seven-fold

### Business Outcomes:

- **TCO falls by 90 per cent.**
- Storage running costs reduced by 85 percent.
- **Carbon footprint falls by 90 per cent.**
- Server and storage scalability, safeguard future business growth.
- Comprehensive disaster recovery capability protects business continuity.

“Our approach seeks to fuse together critical business requirements with innovative technology in order to release businesses from the aging infrastructure trap.”

**Steve Barry, ESN Managing Director, DTP Group**

### Why did DTP win?

The solution was deemed a ‘Green’ success due to DTP’s approach to the project.

DTP, a highly accredited HP Preferred Gold Partner, took an innovative approach undertaking in-depth analysis regarding energy usage/costs, Return on Investment (ROI) Total Cost of Ownership (TCO) and Virtualisation Capacity Planning Analysis to make a solid business case for Knight Frank.



DTP team collect their award from actor John Thompson.

DTP’s analysis revealed that average yearly energy and support costs totalled £86,000 and the energy component equated to 252 tonnes of CO2 emissions. The VMware capacity assessment showed mean and peak server utilisation stood at 5.94 and 9.44 per cent respectively. Consequently, to improve utilisation, Knight Frank required a new virtualised environment containing 28 host servers; a consolidation ratio of 7:1.

By comparing an HP BladeSystem within a virtualised environment, DTP clearly demonstrated that Knight Frank had an opportunity to modernise its ageing server landscape and lower TCO by about 90 per cent.