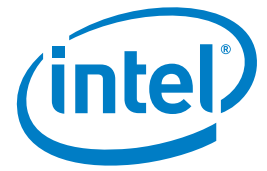


CASE STUDY

Intel® Xeon® processor 5500 series

Enterprise Server

Data-Intensive Computing



Mapping the future

Intel® Xeon® processor 5500 series strengthens Mappy's marketplace position by helping it launch new business services

Mappy, a fully-owned subsidiary of the PagesJaunes Group, is a key player in the European online map market segment. It provides a range of detailed, localised maps for France, the UK, Spain, Italy, Germany and Belgium. The maps are supplemented with an array of local detailed knowledge, such as weather reports, the cheapest petrol stations, hotels and even where to park your car (e.g., in a remote London suburb). Its website is one of the top 25 most visited sites in France with approximately 8 million unique visitors each month. The site is absolutely central to Mappy's business. The company also provides application programming interface (API) services for businesses and services. Mappy wanted to launch new functionality and new services on its website and also release new APIs into the marketplace. As a result, it needed to ensure maximum performance from its back-office IT infrastructure.



"The Intel® Xeon® processor 5500 series has helped us underpin a re-launch of our website services and provides a powerful and reliable foundation for new business services we are offering."

Omer Shala,
Deputy Chief Technology Officer,
Mappy

CHALLENGES

- **High performance.** Company was relaunching its website and, with 8 million unique visitors each month, needed guaranteed performance and reliability
- **New services, new customers.** Mappy was also offering new services to the business and application developer community and needed to underpin its key production applications with guaranteed availability

SOLUTIONS

- **Blade servers.** Stripped out 32 IBM servers powered by rival processors, replacing them with 10 HP blade servers powered by Intel® Xeon® processor 5500 series
- **Business-critical.** Switched its key production applications, such as databases, running on 100-150 HP servers to 50 HP blade servers powered by the Intel Xeon processor 5500 series

IMPACT

- **New platform:** Gains new high-performing, stable platform to re-launch business critical website and new business services
- **Data centre gains:** Requires fewer services and less data centre space and lowers energy costs while maintaining same TCO as with a larger number of IBM servers
- **Reduced energy.** Electricity consumption fell from 55 kVa (kilovolt amperes) to 40kVa

Developing the business

Mappy has approximately 80 employees including 45 technical people. Its services are translated into 15 languages and its IT infrastructure is hosted in a Paris-based data centre. The company had approximately 100 to 150 HP servers powered by Intel® Xeon® processor 5100 series, Intel® Xeon® processor 5300 series and Intel® Xeon® processor 5400 series. These servers hosted mainly key production applications such as databases.

The company also ran 32 IBM blade servers powered by a rival processor. These blade servers were used for serving web pages to Mappy's web site. They were also based in the company's Paris data centre.

In the summer of 2009, the company was planning to release a new version of its mapping website that was based on AJAX*, asynchronous Java* script and XML*, rather than Flash*. AJAX would make its website pages more streamlined for customers to use. Pages can also be updated quicker than in Flash, which is relatively slow and bulky in comparison.

The move to AJAX was also driven by the desire to launch new APIs for the developer community and new services for customer and businesses. AJAX would also make it easier for Mappy and its customers to develop and integrate ads with standard online advertising.

The website is a main source of Mappy's revenues so any enhancements are designed to grow business, but to achieve its aims the company required greater back-end processing power alongside high availability. With this in mind it wanted to evaluate alternatives to its IBM servers, powered by a rival processor and also see if it could reduce the number of HP servers it was running.



Intel® Xeon® processor 5500 series delivers compellingly high performance and robust high-reliability for business-critical website.

Controlling costs

Mappy was constrained by lack of space in its data centre. Also, the company wanted to keep its total cost of ownership under control. As the company was developing its plans to move to AJAX and launch new services, Intel released the Intel® Xeon® processor 5500 series.

Omer Shala, deputy chief technology officer, Mappy, said: "We have used Intel® Xeon® processors for several years. A lot of our servers are very CPU-intensive. We run data-intensive applications and our website receives very large numbers of visitors each day."

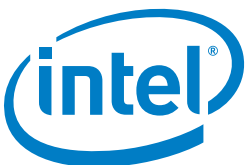
"We were in the middle of refreshing our website and heard about the launch of the Intel Xeon processor 5500 series. The refresh was not just about cosmetic changes; we were planning to introduce new services for customers, application developers and businesses who advertise on the site. These services demand high performance and high availability so we were very keen to test the Intel Xeon processor 5500 series."

Compelling performance results

The company benchmarked the Intel Xeon processor 5500 series against the Intel® Xeon® processor 5400 series, which was used to power its existing HP blade servers, along with the Intel® Xeon® processor 5300 series. The benchmarking tests revealed that the Intel Xeon processor 5500 series performed twice as fast as the Intel Xeon processor 5400 series.

The performance increase meant that Mappy did not need as many servers as originally envisioned. The company then decided to use the Intel Xeon processor 5500 series to replace the IBM blade servers powered by processors from a competitor. Mappy then replaced the 32 IBM blades with 10 HP ProLiant* BL 460c and HP ProLiant* BL 490c blade servers, powered by the Intel Xeon processor 5500 series. Using the same processor Mappy was also able to reduce the number of HP servers it used from 150-100 to 50.

Omer adds: "Because of this doubling in performance we needed fewer servers. We only required 50 servers compared the 100 to 150 we previously used. We could also replace the 32 IBM servers with 10 HP servers. Electricity consumption also fell from 55 kVa (kilovolt ampere) to 40kVa so we could maximise square metre space within the data centre. Server management was a lot easier and a lot simpler. And at the same time, the total cost of ownership remained the same."



Spotlight on Mappy

Mappy is a fully-owned subsidiary of the PagesJaunes Group and a key player in the European online map market segment. It provides a range of detailed, localised maps for France, the UK, Spain, Italy, Germany and Belgium. The maps are supplemented with an array of local detailed knowledge and in France its website is one of the top 25 most visited sites in France with approximately 8 million unique visitors each month.

A platform for growth

Consequently, as a result of the new servers powered by the Intel Xeon processor 5500 series, Mappy has been able to develop new functionality for its website, creating a bridge between the front and back end of the website so new APIs can be released onto the marketplace.

Mappy expects this to drive new business such as the creation of new applications for mobile phones by the developer community. Furthermore, the creation of user-generated content such as users indexing places like restaurants is also expected to increase.

Overall these new areas of business will galvanise even further Mappy's already robust market segment position, attracting new users and strengthening its advertiser base, which, in turn, will grow revenues.

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