

With help from Matrix Integration, Hirons & Company virtualizes servers seamlessly, allowing them to consolidate to one simplified data center, increase productivity and adhere to their company's new green initiative.



“The upgrades Matrix Integration suggested for our new data center have been perfectly accurate. The HP, MicroSoft, and VMware products are reliable and easy to manage. They allow me to be proactive about the future instead of reactive to any present IT problems.” Brett Girman, Director of Information Systems—Hirons & Company.

Company Overview

Hirons & Company, based in Indiana, is a renowned advertising and personal relations firm that provides services for regional, national and international accounts in a variety of highly specialized areas. From print, radio, and TV advertisements to media and community relations, Hirons follows the strategy “outwork, outthink, and outperform. And have fun doing it.”

Challenges

In 2008, Hirons & Company built a new facility in Indianapolis, rendering the necessity to move and consolidate their extensive datacenter. As the equipment had previously been split between two physical locations, it made sense to the then newly appointed Director of Information, Brett Girman, to create one, all-encompassing data center at the new site with a remote disaster recovery site in the plans.

The new data center also became a driving force to upgrade Hirons' antiquated servers and systems. Brett found the technology unnecessarily complicated, often prone to problems and complete crashes, as well as economically and environmentally inefficient as it required a 5½ ton air conditioner to keep cool.

Solution Snapshot

Hardware

- 4 HP ProLiant DL380 G6 Servers
- HP StorageWorks with 14 terabytes of storage

Software

- VMware vSphere 4.0
- Microsoft Exchange Server 2007

Services

- Matrix Integration Consultation and Implementation Services

Objectives

- Provide a datacenter that will serve the needs for 10 to 15 years.
- Virtualize servers to consolidate and make systems more efficient and accessible.
- Upgrade hardware and software to increase productivity for numerous end users such as creative services and account management, as well as IT, reducing the amount of time spent fixing problems.
- Reduce electrical power usage and physical space needed.

Approach

- Jointly work with Matrix Integration to reduce the number of physical servers needed with the HP ProLiant Servers, HP StorageWorks and VMware.
“Matrix Integration’s engineering team and Chris Weyer, the account representative, have been so helpful and knowledgeable aiding us in taking this next step. The HP products they recommended are fast and easy to use, noticeably increasing efficiency for our end users and IT. These products are so well-crafted; they’re even nice to look at!” *Brett Girman—Director of Information Systems—Hirons & Company Communication.*
- Through Matrix Integration’s company practice of running tests on the current systems to demonstrate how economically and technologically efficient it would be to virtualize in the long term, Hirons is able to see the benefits of upgrading immediately.
- Use Microsoft Exchange to enable efficient scheduling and easy access to mailboxes via web sources and cell phones –and HP StorageWorks to store terabytes of data.

Impact

Business Improvements:

- Now able to run 11 servers on 3 hosts.
- Reduced the amount of computing problems and crashes that took large amounts of time to fix.

IT Improvements:

- Saved at least \$40,000 per year in upgrades for the next five years and considerably reduced power costs.
- Increased IT productivity by at least 50%, allowing the team to focus on IT improvements.

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