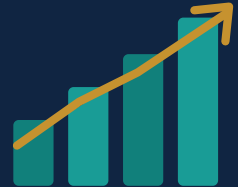


CASE STUDY · SEMICONDUCTORS · DATA CENTER CONSOLIDATION

Intel

A TCO framework for multi-processor server selection in data center consolidation, published independently.



CASE STUDY

Overview

Client: Intel. Published by Edison Group. Anthony Sarno, Senior Analyst.

Industry: Semiconductors, data center infrastructure, virtualization.

Project

A Business Strategy Report demonstrating the end-user business impacts of choosing better processors when designing or purchasing multi-processor servers for data center consolidation projects.

Challenge

People selecting x86 servers for the data center needed information to make an informed decision about the value of higher-density Xeon processors by quantifying the value of energy-efficient data center processors.

Solution

- ▶ Identified and included all credible, meaningful financial impacts of higher-density server consolidation through better processors and virtualization.
- ▶ Developed a TCO analysis using recognized cost metrics, balanced against the virtualization density advantages demonstrated in the Edison Group VM benchmarks.
- ▶ Introduced VM Cost Efficiency as the metric comparing platforms for any given set of VM workloads.
- ▶ Illustrated the financial calculations through hypothetical scenarios.

Results

- ▶ Delivered a framework that clearly communicates total cost of ownership and supports decision-making.

- ▶ Published independently under Edison Group, giving buyers an analysis that is not authored by the processor vendor.
- ▶ Written to compel readers to conduct their own ROI/TCO analysis, with the cost model provided as a template for their own inputs.

Contact Anthony Sarno at 728-230-5573 to learn how AI ROI GTM programs can impact your bottom line.

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