



Case Study

**Improving Virtualization Performance and Reducing
System Administration Costs**



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Trefil Consulting and AmeriCall Group

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The Companies

AmeriCall Group, located just outside of Chicago, Illinois in Naperville, is one of the nation's leading inbound/outbound call centers and answering services. Employing 6,000 people, the company has been built on technological innovation and a philosophy of exceptional customer service. AmeriCall offers B2B telemarketing for a variety of business categories, including inbound telemarketing, insurance telemarketing, and international telemarketing.

Trefil Consulting, headquartered in Bolingbrook, Illinois, provides service and support to the manufacturing, health care, professional services, education, and state and local government markets.

The Problem

The majority of the AmeriCall employees use Citrix and Wyse thin clients to access their business critical applications. The Citrix servers are VMware virtual machines. Due to the amount of users a Citrix server can host, this server type is notorious for requiring disk maintenance to maintain performance integrity - not for just one user, but for the multiple users that can access it.

AmeriCall Group is already well into migrating to virtual technology within its network landscape, with the exception of critical dialer servers that are utilized for AmeriCall's telemarketing services. There are approximately 43 virtual servers and 54 physical servers. The AmeriCall Group network consists of a combination of Windows 2003 and Windows 2008 servers running SQL, Citrix, Exchange, and IIS.

Due to the weakened economy, AmeriCall Group was forced to terminate many positions within the company, including technical engineers and administrative staff. The outcome of this over a short period of time resulted in severely fragmented disks and diminished server performance on all servers within the AmeriCall Group domain. This had a significant impact on AmeriCall employees' productivity, as access to data and applications on the servers became increasingly slow. Any disk defragmentation performed had been done manually.

The Solution

Working closely with Trefil Consulting and after comparisons with other potential solutions, Americall Group determined that PerfectDisk® vSphere provided the most efficient solution and ease of implementation for managing the challenges of disk defragmentation in a virtual environment for multiple servers.

Besides automating the process, PerfectDisk, together with the included Management Console also provided numerous other key benefits, including:

- Simple to deploy and implement
- Easy to manage all networked computers
- Ensures virtual server drives are optimized for top performance
- Support for VMware, Hyper-V and XenServer
- Automated alerting system with configurable resource utilization thresholds
- Ability to allocate and configure resources for scanning VMware and Hyper-V disks
- Reasonably priced licensing model

The Results

The servers and virtual guests are now optimized for peak performance. This maximizes the investment Americall Group has made in virtualization, ensuring employees stay as productive as possible, which is critical to the company's success in today's challenging economic environment.

Considering the hours of time it would take an IT administrator to maintain server disks or to rebuild a server due to disk corruption from lack of disk maintenance, along with the production outage, the ROI on PerfectDisk is substantial. As Laura Trefil, President and CEO of Trefil Consulting, points out, "with PerfectDisk, there's no excuse for loss of revenue from a production outage or for unnecessary administrative costs to maintain healthy and optimized disk drives."

A centralized solution was needed to manage the server environment in order to maintain disk integrity due to the limitation of technical staff, as well as being able to maintain disk integrity faster and better than by using Microsoft's utilities.

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