

## Dialtone Internet increases service capabilities with IBM @server xSeries




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### Overview

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- **The Challenge**

*Attract larger corporate customers by adding advanced hardware features and strengthening commitment to Linux*

- **The Solution**

*IBM @server xSeries running a modified version of Red Hat Linux*

- **The Benefit**

*Increased appeal to customers in targeted new market space*

### Out of the garage, into the world

In response to the need for fast, affordable and reliable hosting services, Dialtone Internet began operations in 1998 with seven servers in a garage. The company quickly found that the demand for its services was tremendous; it has since become one of the fastest-growing hosting providers in the world. Dialtone Internet currently offers hosting services on more than 2,000 dedicated servers running a modified version of the Red Hat Linux® operating system.

To improve its competitive position in the global Internet industry, Dialtone Internet needed to provide existing and prospective customers with new, more advanced hardware capabilities. The company felt that the addition of a reputable server brand could help attract larger corporate customers.

### Providing the right parts

After exploring several options, Kyle Sparger, vice president of Technology at Dialtone Internet, and Zvi Grauer, vice president of Product Development, found that the IBM xSeries 330 offered the features they needed to keep their customers satisfied. "IBM hardware is designed to be highly reliable, but if a problem comes up, the repairs are quick and painless," says Grauer.

"Rather than dealing with a breakdown after it happens, the Predictive Failure Analysis® feature of the xSeries alerts us before the failure occurs," adds Sparger. "This lets us solve the problem before it becomes a critical issue."

Sparger found that the density of the x330 server compares very favorably with that of other machines in its class, and with up to 4GB of random access memory (RAM)\*, the x330 offers excellent scalability and flexibility. "In the past, when a customer using a small amount of RAM wanted to upgrade, we had to replace an entire machine to accommodate their growth," says Sparger. "Now, with the x330, we can just pop in more memory modules, and we're good to go." Dialtone Internet currently has 85 x330 servers, and it plans to add x340 and x300 models as demand increases.

#### **A shared direction**

Dialtone Internet uses the Linux platform and needed to find a partner with suitable Linux expertise. "One of the main reasons we partnered with IBM is that IBM is a leader in the Linux field," says Grauer. "We felt that IBM's experience would help us solve any potential issues. Plus, IBM offers Linux tools and applications that are very appealing to our target customers."

The ability to fluidly transition Linux applications to any @server machine allows the company to offer a huge range of options to its customers, and gives it an important edge in the competitive hosting market. "We can take applications that run under Linux on the x330 and apply them to other platforms as the need arises," says Sparger. "IBM has an entire product line that we can leverage to give our customers anything they could want."

*"As we move into new market segments, the IBM xSeries machines help us attract our target customer base—while enabling us to improve the level of service we can provide to existing customers."*

—Kyle Sparger, vice president of Technology, Dialtone Internet

#### **For more information**

To learn more about this solution, visit the following Web sites:

**[ibm.com/eserver/xseries](http://ibm.com/eserver/xseries)**

[www.dialtoneinternet.com](http://www.dialtoneinternet.com)



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\*Maximum memory may require replacement of standard memory with optional memory module.