CASE STUDY

Silversea Cruises cuts costs, reduces complexity and enhances business continuity with data center migration and carrier consolidation services from CDW.

Silversea Cruises

The Silversea cruise line operates seven luxury, all-suite cruise ships with sailing itineraries around the world, throughout the year. Catering to the market of cosmopolitan world travelers, the firm is based in Monaco on the French Riviera and maintains branch offices in the U.S., U.K., Australia and Singapore.

The Challenge:

Increase business continuity and disaster recovery capabilities; improve global network performance and WAN uptime; reduce telecom cost and administrative burden

Silversea is a luxury cruise line recognized for offering unparalleled service and superlative comfort. Knowing that consistent IT services are required to effectively meet client needs, IT decision-makers, along with company management, decided to relocate the firm's data center from Doral, Fla.

Located in north-central Miami-Dade County, Doral is part of an area commonly referred to as Hurricane Alley. "Moving the data center was a way to improve our business continuity and disaster recovery capabilities as well as enhance our future ability to scale and continue to grow as business needs dictate," says Jason Cohn, director of IT infrastructure.

Consolidating global telecom carrier services was also a priority for the Silversea IT team. "We had too many carriers and billing alone was an overwhelming task," Cohn adds. "Furthermore, the services provided were not up to the standard we expected. In order to improve service and reduce cost and management complexity, we decided to seek alternatives to our legacy service providers."

To assist in these areas, Silversea called upon the telecom services team from CDW. "We started working with CDW in November 2011," Cohn says.

The Solution:

Migrate data center to Georgia from South Florida; contract with Masergy for network telecom services and consolidate global telecommunications providers

The challenge was evident but the course was set as Silversea migrated core systems to a Quality Technology Services (QTS) data center located in Suwanee, Ga. "We did a live migration from Doral to Suwanee — starting in January of 2012 with empty cages," Cohn notes. The entire project took eight months, with only about 16 hours of unplanned migration downtime.

Jason Cohn
Director of IT Infrastructure

Thorsten Stoeterau
Manager Shoreside Infrastructure

Bryan Foster
Manager Fleet Infrastructure

Silversea Cruises, Fort Lauderdale. Fla

Highlights

Customer challenge:

- Improve data center scalability and agility
- Lessen chance of disaster or business continuity loss
- Improve telecom service and WAN uptime
- Reduce telecom service provider cost and management complexity

Solutions/benefits:

- Move to QTS data center to enhance service along with business agility
- New data center location offers added business continuity
- Redundant data center access for better uptime
- New WAN service provider and consolidated services for less complexity

"Since the migration, we have seen a significant improvement in service delivery," he adds. "In fact, we are currently looking for a second site to further enhance our disaster recovery capabilities — including other QTS locations."

CDW assisted Silversea Cruises with the QTS negotiation and contracting process. CDW also played a role in getting the data center up and running, providing a range of products including HP ProLiant servers, high-performance core switches and network storage systems.

For added resiliency and a way to mitigate circuit failure, Silversea implemented a fully diverse WAN infrastructure with blended IP paths in and out of the data center building. "These represent two physical entries," says Thorsten Stoeterau, Silversea's manager shoreside infrastructure.

"If our primary circuit goes down, we have automated network failovers in place," he adds. "This gives us peace of mind, knowing we can address any issues with the service providers as our users and core systems remain relatively unaffected."

The added issue of consolidating carrier services was eliminated when the Silversea team selected Masergy Communications for its global MPLS network. Working with competitive service provider quotes, diagrams and network drawings, presented by CDW, the firm signed a contract with Masergy, offering converged network services on a global basis.

Silversea's infrastructure team was able to consolidate hundreds of monthly invoices down to two. "In addition, the service has been outstanding," Cohn says. "The move allowed us to reduce our administrative burden to nearly nothing, improve our ability to provide reliable global networks and simplify our troubleshooting routines. Pricing was equal to what we were paying to a cadre of legacy carriers but without the huge overhead of administrative effort typically required."

"We are quite pleased with our new data center and improved network capabilities," says Silversea CIO Fabio Agostini. "It is a significant step in the right direction for our IT evolution. The reduction of administrative overhead is a real bonus. Now my infrastructure team can really concentrate on performance and delivery."

The Results:

Agile, scalable and efficient data center; more reliable business continuity and disaster recovery capabilities; better telecom service with less billing and management complexity

By migrating core systems to a QTS data center, transitioning from legacy service providers and consolidating WAN infrastructure with Masergy, Silversea has gleaned a number of substantial benefits:

- Superior data center technology
- Reduced general risk of disaster loss
- Improved capability to support business continuity should the need arise
- Enhanced global network services
- Significant reduction in administrative overhead related to WAN services

CDW Telecom Services

CDW is one of the largest telecom agents in the country, supporting hundreds of customers over the past decade. We work with more than 50 unique carriers and over 800 colocation facilities who offer a variety of telecommunication-related services including WAN, Internet, voice and hosting.

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- **DATA:** Metro and long-haul transit, MPLS, IPVPN, VPLS, VPWS, IP, CDN, dark fiber, point-to-point TDM, etc.
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- **HOSTING SERVICES:** Cloud computing, hosted e-mail exchange, managed collocation, hosted voice solutions, etc.

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- CDW voice and data spend contributes to customer's overall CDW spend
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