Case Study

DS Group

VMware, HP

Argus™
The Quality Solutions Company

Optimizing IT Infrastructure for Scalability and Efficiency

Facing high costs and limited scalability, Targus Technologies streamlined DS Group IT infrastructure by replacing outdated servers, reducing power consumption, and improving data replication capabilities.

About DS Group

The Dharampal Satyapal Group (DS Group) is a leading Indian multinational FMCG conglomerate, founded in 1929 and headquartered in Noida, Uttar Pradesh. With a diverse portfolio in mouth fresheners, food and beverages, confectionery, hospitality, agri, and luxury retail, the group houses renowned brands like Rajnigandha, Catch, Pulse, and L'Opera. With a revenue exceeding ₹5,000 crore, the DS Group operates globally, employing over 4,200 people across 21 manufacturing units, while championing sustainability and social responsibility.

About Project

DS Group previously operated 18 rack and tower servers across multiple locations to support eight large sites and 34 smaller sites nationwide. These servers were costly to power, and the IT team had to travel extensively to manage updates, patches, and repairs. The physical infrastructure was not scalable enough for long-term growth and consumed valuable real estate. Additionally, the business required significant bandwidth for data replication.

DS Group chose virtualization as a solution, following an evaluation of new HP G7 servers. By selecting HP's 3-Rack server, the company gained the scalability needed for future expansion. HP helped deploy a virtualized infrastructure in the primary data center, utilizing VMware vSphere 4™ and an iSCSI storage area network. The Targus project handled hardware delivery, licensing, migration, and support. Today, DS Group runs 20 virtual machines on 3 G7 Rack Servers, supporting a 550-user Microsoft Exchange Server, a 250-user SharePoint Server, and two business applications accessing data from a Microsoft SQL Server database.

Targus Technologies' solution

- ***lowered power and cooling costs,***
- ***reduced server procurement expenses, and***
- ***enhanced hardware utilization.***

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Key Challenges

Develop a cost-effective, flexible infrastructure to replace the distributed physical servers, which were costly, power-hungry, and inefficient to manage, and lacked the scalability for long-term growth.

Solution Implemented

Software: VMware at work
VMware vSphere 4.1, featuring:

- ESXi 4.1
- VMotion
- Distributed Resource Scheduler (DRS)
- High Availability (HA)
- VMware Consolidated Backup
- VMware vCenter Server

Hardware: Deployment environment:

- ESXi on HP DL380G7 servers with Dual Hexa-core 2.66 GHz Intel Xeon processors and 32 GB RAM
- HP P2000 FC/ISCSI Combo storage with 10 TB on SAS HDD useable capacity.
- Guest operating systems: Microsoft Windows Server 2008 R2, Windows 2008 & Windows 2003 R2 SP2 & RHEL 5
- Virtualized production applications
- Microsoft Exchange Server 2007,
- Microsoft SQL Server, distributor claims management system, sales system
- Web Sense
- HP Data Protector

Services: Targus Implementation Services:
Implementation of Microsoft Exchange Server 2007, Microsoft SQL Server, and distributor claims management system, sales system & Web Sense on Virtual Environment

Results

Reduced power & cooling costs by 67% each year

- Cut net server procurement costs by 46%
- Achieved a server consolidation ratio of 6:1
- Increased hardware resource utilization to 70 %