▶ JUMEIRAH GROUP

The Jumeirah Group is arguably the most prestigious name in the Middle East's hospitality industry, boasting luxury hotels including the iconic Burj Al-Arab and Jumeirah Beach Hotel.

However, one obstacle that was standing in the way of Jumeirah Group's growth was its reliance on distributed data centres, which did not have sufficient capacity to support the company's plans.

Subsequently, in 2010 the company set about an ambitious strategy to that included building internal clouds, virtualisation and automation, energy efficiency, disaster recovery and information lifecycle management, among other aspects.

Turned off by the high expense of designing and building its own centralised facility, Jumeirah Group instead opted for eHosting DataFort as a co-location provider. The UAE-based provider was chosen for its cutting edge service and power management technologies, according to Jumeirah Group.

By opting for a managed service, the company has successfully transformed capital expenditure into operational, paying for eHosting DataFort's infrastructure on a utility basis.

Some of the benefits Jumeirah Group claims to have witnessed as a result of the project include a stronger alignment of IT with business, faster time to market with new services, and greater agility when it comes to deploying new hardware and applications.

■ PANASONIC GULF

Panasonic Gulf, based near Dubai, has regional offices in Saudi Arabia, Kuwait and Lebanon. Its key product lines include audio visual, home appliances and enterprise IT solutions.

Over the past few years, however, the company found that it had amassed five disparate storage 'islands', where each application had its own dedicated storage and servers. What is more, each of these storage area networks (SANs) was based on different protocols, like SCS, fibre and SATA. Panasonic says this proved inefficient, with around 15Tb of storage going unused as a result.

Therefore, in mid 2010 the company took the decision to overhaul its storage ecosystem, turning to local systems integrator ISIT Middle East, which implemented a unified NetApp SAN infrastructure.

Panasonic says that some of the benefits the implementation has provided include high availability of applications and services for customers, zero downtime or systems failures, agility to provision news services in the future and a drastic reduction in overheads.