

Panasonic

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Bespoke In-House Server



Date:
Q2 2018

Application:
In-House Business Servers

Tags:
Bespoke SKU, Long Product Life Cycle

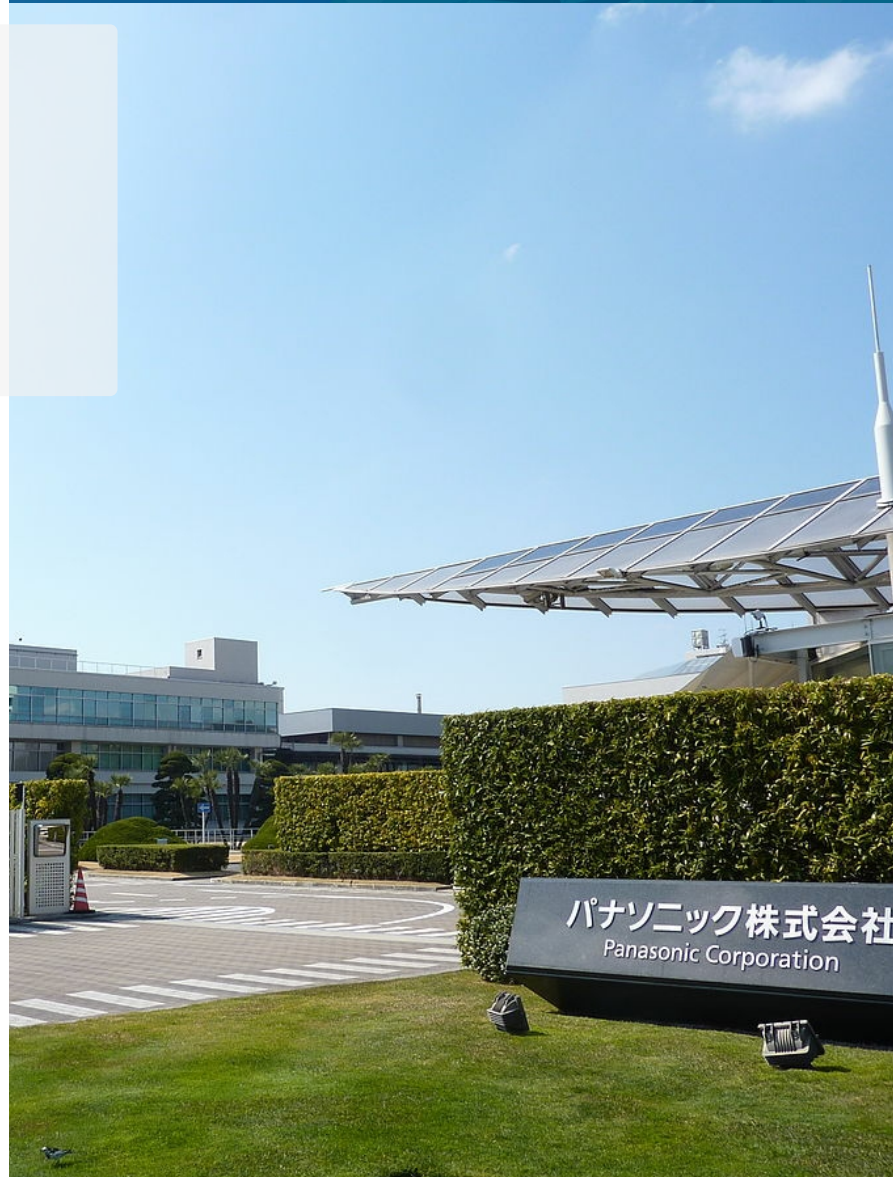
CUSTOMER:

Panasonic Corporation

Guided by the slogan "A Better Life, A Better World", the Company is endeavoring to offer "A Better Life, A Better World" to each and every customer around the world across its four core business areas: Consumer Electronics, Housing, Automotive, and B2B.

SOLUTION BRIEF:

Panasonic Corporation approached Broadberry to supply a custom SKU server which could be supplied over a 5+ year lifespan, pre-configured with their custom operating system.



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Project Background

Panasonic Corporation required a large amount of servers supplied to their various subsidiary companies and departments for a wide range of applications from every-day business applications to product development and testing.

We worked closely with Panasonic to design a specific server SKU which met their requirements, and could be supplied worldwide over the next 5 years and more.

Key Requirements:

- Long Product Life Cycle - 5 years+
- Bespoke Configuration with Front I/O and 6+ PCI-Express Slots
- Pre-Configured with Panasonic unique OS
- Fast European Distribution and European Compatibility

Application

- Business Server
- Product Testing
- Product Development



Broadberry Solution

Broadberry designed and built a specific SKU based on the Broadberry CyberServe XE3-202S for Panasonic which perfectly met the projects key requirements.

Boasting front I/O, a long shelf life, enterprise-level reliability and great green credentials, this system was a great fit for the project. None of the intended applications required an enormous amount of processing power so we configured the appliance with a specific embedded processor from the Intel Xeon E3-1200 family of processors which offered enough power at a great price, as well as availability over the next 5 years.

Need a Custom Server?

Broadberry provide a massive range of server and storage solutions that almost any requirement.

If you need a server pre-installed with specific software please call your account manager or our sales team on:

020 8997 6000

Key Numbers

5

Minimum Shelf Life

60+

Servers Needed

Solution Specifications

- Broadberry 523L-520B 2U Short Depth Chassis with Front I/O Ports & 520Watt Power Supply
- X11SSH-LN4F with QUAD Intel Gigabit LAN & Dedicated LAN for IPMI & Remote KVM Management
- Xeon E3 1230 v6 Quad-Core 3.5GHz 8Mb Cache 8GT/s 80Watts
- 8GB 2400MHz DDR4 ECC Registered DIMM Module
- 120GB Intel 545S Series SSD 2.5in SATA3
- Slimline DVD-RW Dual Layer Drive SATA
- 2U Rackmount rail kit
- Custom RedHat Linux KickStart Install



How Our Solution Addressed Panasonic's Requirements:

1. Long Product Life Cycle - 5 years +

It's common place for our customers to require a server specification with a long life-cycle, particularly for applications like Panasonic's where they would need to ensure availability of the exact same specification server over the next 5 years.

We worked closely with key suppliers to ensure all components used in Panasonic's custom server would be available over the next 5 years minimum, this included the Intel Xeon E3 1230 processor which is designed for embedded applications like this, the motherboard and chassis.

2. Bespoke Configuration with Front I/O

One of our biggest strengths is our massive range of highly configurable servers, so we're always able to design a server or storage solution which meets our clients specific criteria. Examples of such key criteria we have designed solutions around include short-depth, low-power or noise, front I/O, no moving parts, ultra-dense and ultra-high IOPS.

Panasonic required front I/O for their embedded server as well as at least 6x PCI-Express slots free which could be used for future expandability. Our delivered solution provided 7x PCI-Express slots and front access to all ports.

3. Pre-Configured with Panasonic unique OS

Panasonic approached Broadberry Data Systems as we were the only company capable providing a short depth server with their required specification.

Panasonic worked with a specific release of Red Hat Enterprise Linux which they had customised to meet their requirements. They also had a number of drivers which needed to be installed.

Broadberry engineers worked closely with Panasonic engineers to create a kickstart file which was run as the system was being configured by ourselves, this installed all pre-requisites and additional packages on the RedHat OS, which then allowed Panasonic to put their own software kit without any additional changes needed. It also guaranteed consistency of the build across all platforms delivered to them.

Whenever clients have specific requirements, Broadberry account managers are always happy to develop a solution to fit.

4. Fast European Distribution and European Compatibility

The custom embedded server we designed for Panasonic would need to be used within various Panasonic offices distributed world-wide so we needed to ensure the server would be capable of running straight out of the box as well as being delivered in a timely manor. We supply servers, storage and workstations to businesses and organisations all over the world including EMEA, NA, LATAM and APAC and so this is something we're accustomed to. Like most enterprise-grade servers now, all Broadberry servers come with auto-switching power supplies and so we could guarantee compatibility. Our good relationship with leading logistics partners also means we can deliver the servers to wherever they're needed around the world within 48 hours after being built and tested.



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