

“Thanks to R1 Group’s integration efforts, the Nutanix-based Integrated System from Fujitsu proved to be the ideal solution to our needs for innovation, flexibility and cost management.”

Raffaele Penna  
CISO  
Diennea

Diennea selects Fujitsu and Nutanix hyper-convergence to implement a flexible platform, designed to support growth and comply with the GDPR.

#### At a glance

Country: Italy  
Industry: Digital Marketing  
Founded: 1996  
Website: [diennea.com](http://diennea.com)

#### Challenge

Diennea, Italy’s leading multi-channel digital marketing company, looks to grow business abroad by centralizing systems for more efficient management. The company seeks an innovative, scalable solution offering flexibility in addition to high performance, reliability and security, with affordable, manageable costs.

#### Solution

Thanks to scouting activity carried out by R1 Group, Diennea identifies FUJITSU Integrated System PRIMEFLEX for Nutanix Enterprise Cloud, as the ideal solution for a new virtualized environment based on hybrid or All-Flash PRIMERGY nodes, all supported by the Nutanix Acropolis hypervisor.

#### Benefit

- TCO reduced by 60% in five years
- Monitoring and protection centralized in a single location
- Compliance with GDPR
- Connection to the cloud universe

## Customer

Established in 1996, Diennea is a company that specializes in digital marketing. It currently employs a team of approximately 130 professionals and has a portfolio of over 600 clients based throughout Italy. MagNews is at the heart of the Diennea offering: a multi-channel campaign management and marketing automation platform (available in both SaaS and on-premise versions) for email, SMS, push, social and web campaigns. This solution can be integrated with the most widespread CRM systems and e-commerce platforms. One of the company's objectives is European expansion, which it has already begun by opening an office in Paris.

## Products and Services

- 2 x XF8055 All-Flash nodes for the database
- 6 x XF8055 hybrid nodes for virtualization
- Microsoft Windows Server 2016 and Red Hat operating systems
- Nutanix Acropolis OS and Nutanix Prism software
- Microsoft SQL DB
- VMware-to-Acropolis migration services
- FUJITSU Integrated System PRIMEFLEX for Nutanix Enterprise Cloud

## Diennea innovates for growth

Diennea has over 600 clients. Each of these clients is capable of sending hundreds of thousands of emails in a single day. Consequently, the company is responsible for managing over 100 TB of data on average (in addition to peaks such as Christmas or Black Friday).

"Contacts are at the heart of our business," states Raffaele Penna, Diennea's CISO, "so our livelihood depends on data security. By the second half of 2017, there was also a need to improve performance to support growth and, in particular, expansion abroad and in the enterprise market. Amongst other things, the company needed to exceed the limits of the previous virtualized system which was based on eight VMware nodes."

Determined to update its hardware, Diennea immediately selected Fujitsu as its ideal partner but, in parallel with the updating process, the company's management wanted to look further ahead and adopt Penna's vision. The latter favored a pioneering approach, focusing on technologies such as hyper-convergence and the cloud, to ensure that the company would be open to future developments and able to manage the IT environment in a more efficient manner.

## A change of pace and vision

R1 Group, a Fujitsu SELECT Expert Partner and strategic supplier for Diennea, was therefore assigned the task of scouting the solutions available on the market, selecting the perfect combination of hardware, a hypervisor and software.

The proposed solution, which was disruptive, at Diennea's request, was therefore identified as FUJITSU Integrated System PRIMEFLEX for Nutanix Enterprise Cloud, which combines FUJITSU Server XF8055 servers (confirmed as the best choice in terms of hardware) and Nutanix Acropolis to provide a hyper-converged infrastructure.

"We implemented a completely new architecture that is based on hyper-convergence and open to the cloud," explains Penna. "In terms of hardware, it comprises six virtualization nodes, in a hybrid configuration, and two nodes for the database, in an All-Flash configuration."

At the end of June 2018, following several months of analyzing alternatives and commercial negotiations, the project reached the implementation phase. Diennea decided to implement this project over a longer term, thereby spreading the investment over five years and signing a support contract for the same period.

"Once we had selected the right combination," continues Penna, "our new environment was quickly implemented. This was in line with our expectations, as the project was completed before the end of the year. The speed of implementation was the first sign that we had made the right choice, because such rapid deployment is a characteristic of only the smartest platforms."

## Management costs halved

Amongst other things, the switch from a traditional virtualized model to an innovative cloud-based model and hyper-convergence allowed monitoring and security activities for the entire infrastructure to be combined in a single package and a single location, generating a significant saving in terms of cost, time and required resources.

"Thanks to unified management interfaces and the simplification that has been achieved," explains Penna, "we have managed to reduce our operating costs by 50% in five years. We have also become more efficient at solving any issues, which allows us to offer our clients a higher level of service."

However, the advantages Diennea gained as a result of the co-creation efforts of Fujitsu, Nutanix and R1 Group were not limited to reducing the TCO: the company now finds it easier to comply with GDPR, for example by applying encryption functionalities to data in transit and data stored in its systems.

"The new infrastructure," concludes Penna, "which is more streamlined, as well as more scalable and powerful, will allow us to transform old prospects into new clients, expand our solutions portfolio, starting with hosting services, and finally, focus on key technologies for the near future such as blockchain and machine learning, utilizing the benefits offered by the cloud."

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