



Ensuring an extraordinary guest experience

At Dubai's Atlantis, The Palm resort, making sure that up to 15,000 guests enjoy the best service possible and never wait for resort amenities required an innovative IT infrastructure solution



Hospitality

Middle East

Business needs

Dealing with a costly, aging physical infrastructure, Atlantis, The Palm needed a high-performance, reliable way to meet the demands of guests when checking in, dining at resort restaurants or enjoying an extensive array of amenities including retail shops, a water park, an aquarium and unique marine mammal experiences.

Solutions at a glance

- [Dell EMC VxRail](#)
- [Dell EMC RecoverPoint](#)
- [VMware vSphere](#)

Business results

- 50% better IT performance avoids inconveniencing guests
- Eliminates downtime due to previous failure-prone physical infrastructure
- Reduces data center space requirements from 14 cabinets to 1
- Substantially decreases power and cooling costs
- Simplifies management, leaving more time for innovation

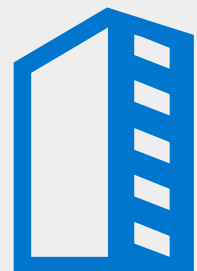
50%

faster performance for better guest experiences



93%

reduction in cabinet space



Located on Palm Island—surrounded by the turquoise waters of the Arabian Gulf and providing spectacular views of the Dubai skyline—Atlantis, The Palm offers a host of world-class amenities for guests from around the globe. These amenities include nearly two-dozen restaurants, entertainment offerings from trendy nightspots to a kids zone, a spa and fitness center, the Aquaventure water park, Dubai's largest aquarium and a marine mammal center.

The resort's up to 15,000 guests always receive an unequalled, first-class experience, which requires an IT infrastructure to ensure highly responsive, continually available service.

"If our POS systems aren't available, we have complete chaos," says Amir Qureshi, director of IT. "There might be 700 to 800 people checking in or several thousand guests coming down for breakfast at the same time. We need an IT solution that's always up and running."

Building a high-performance, virtualized environment

In the past, 90 percent of the resort's workloads ran on physical servers, which were prone to failure. The IT team explored the benefits of hyperconverged infrastructure (HCI), which accelerates data center modernization and simplifies management—leaving more time for innovation.

After a review of vendors, finalists ran month-long proofs of concept. In the end, Qureshi and his team chose an all-flash, 10-node Dell EMC VxRail HCI solution.

"Dell EMC VxRail delivers excellent performance—handling everything from application upgrades to night audits 50 percent faster, so guests aren't inconvenienced," Qureshi comments. Night audits are a key area where the performance and efficiency of VxRail come into play. Because guests can't check in while the day's transactions are being closed, time is of the essence. "VxRail gave our performance a real boost," states Qureshi. "Processing time has been significantly reduced. We get our reports much faster, and the speed is greatly appreciated by the front desk staff."

VxRail also enables the resort to run a major Oracle RAC database more efficiently, requiring just a single virtual machine that outperforms the three physical servers previously required. In addition, VxRail supports an innovative 8-node blockchain system—including a blockchain-based cashless solution—that optimizes the guest experience when accessing the waterpark or attending resort events.

"We're constantly looking at new technologies, such as facial recognition, that enables guests to simply walk up to a turnstile in the waterpark, be recognized and enter," Qureshi notes.

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Amir Qureshi
Director of IT
Atlantis, The Palm

Reduced footprint
drives power and
cooling



“VxRail now supports over 200 virtual machines in a single cabinet. This has greatly reduced our data center space, power and cooling.”

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“With VxRail, we spend less time worrying about our data center and more time working on how we can provide guests a better experience.”

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Saving on space, power and cooling

Before migrating to VxRail, Atlantis, The Palm had more than 100 physical servers of various sizes, filling about 14 cabinets. This required a large amount of data center space, as well as power and cooling in a region where the average high temperature is 100 degrees Fahrenheit or more from May through September.

“VxRail now supports over 200 virtual machines in a single cabinet,” says Qureshi. “This has greatly reduced our data center space, power and cooling.”

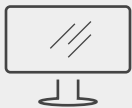
Delivering redundancy and innovation

Atlantis, The Palm’s 10-node VxRail and Dell EMC RecoverPoint provide improved compute and storage redundancy and protection for key databases. To further enhance reliability, Qureshi has also chosen VxRail to support an identical number of VMs for a new resort and residences at The Royal Atlantis.

“We’ll operate as an active-active cluster for zero downtime as well as workload balancing to optimize performance for both resorts,” Qureshi explains.

VxRail is also essential for the resorts’ plans to leverage hybrid cloud technology with a stretched cluster, further expand the use of blockchain technology, and support IoT devices to streamline traffic in its retail shops.

“With VxRail, we spend less time worrying about our data center and more time working on how we can provide guests a better experience,” concludes Qureshi.



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