



New innovations for customers in the insurance market

BITMARCK boosts performance of its infrastructure by 25 percent with Dell EMC PowerEdge MX modular infrastructure, achieving a significant performance increase for its industry software BITMARCK_21c|ng for all BITMARCK customers in the Munich data centre

BITMARCK®

Insurance

Germany

Business needs

BITMARCK needs high-performance, efficient IT systems that help health insurers in Germany deliver cutting-edge services to their customers.

Solutions at a glance

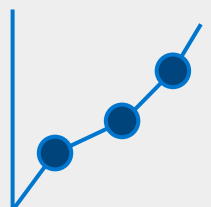
- [Dell EMC PowerEdge MX Modular Infrastructure](#)
- [Dell EMC OpenManage Enterprise](#)

Business results

- 15 to 20 percent lower processor load (CPU)
- One compute platform to support long-term growth
- Easy, unified management of compute, storage and networking
- Faster troubleshooting with instant support logs

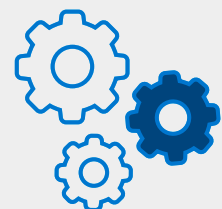
25%

boost in application performance



1 hr

saved per support incident



The BITMARCK group is a joint venture between the independent IT organisations of several German health insurers. As the biggest managed services provider in the health insurance IT market, BITMARCK offers its customers innovative and individual IT services and solutions.

Markus Pethé, head of IT services at the BITMARCK Beratung GmbH, says, “We want to stay competitive by delivering fast and efficient services—especially reliable applications online. Our challenge is providing the infrastructure that keeps our customers and their customers happy.”

A new platform for a growing business

BITMARCK constantly keeps its IT infrastructure up to date to offer the best work environment for its customers and to meet the changing needs of its expanding customer base. Therefore, the company wanted to standardise on a high-performance compute platform for the next phase of its growth.

The project team around Daniel Huber, head of terminal server and infrastructure at BITMARCK, assessed the market and saw value in the Dell EMC PowerEdge MX infrastructure ecosystem. They visited the Dell Technologies Customer Solution Center in Frankfurt to take a closer look. “When we talked to the Dell Technologies team, they focused on understanding our issues first before looking at which products to support us,” Huber says, “It was a pleasant surprise to see that Dell Technologies delivers not only good hardware and software but also great advice. We found Dell Technologies to be both knowledgeable and consultative. I have nothing but positive feedback.”

One of the most important decision criteria was how future-proof the new solution would be because it would have to support the company for the next few years. Pethé says, “We valued the fact that the PowerEdge MX is a new modular solution, designed with Dell EMC’s kinetic infrastructure. Products from other vendors had been on the market for many years, so the risk of those products being discontinued, leaving us having to make major updates to our infrastructure was higher. The possibility of having support for years to come—including new processor technologies, new storage types and connectivity innovations—was much higher with Dell Technologies.”

An instant uplift in performance

BITMARCK started with 32 Dell EMC PowerEdge MX740c server sleds in four PowerEdge MX7000 chassis. “The high performance, low footprint, and low power and cooling costs

made the PowerEdge MX solution the right choice,” says Pethé.

A pilot showed that application performance improved by 25 percent, and the load on customer server processors dropped by 15 to 20 percent.

Integrated architecture lowers costs

The fact that the MX chassis has built-in networking technology has helped BITMARCK save money on network connectivity in the data centre. There are fewer connections between machines, which means less effort for cabling. This reduces expense, but also means cooling costs are lower. Pethé says, “At times, cabling in our data centres can be as thick as my arm. If I can reduce that, I can increase the airflow and turn down the cooling system. This is essential when you’re running CPUs with extremely high clock speeds.”

“We’re confident that we made the right and future-proof choice with Dell EMC PowerEdge MX.”

Markus Pethé, Head of IT Services,
BITMARCK Beratung GmbH

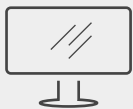
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Simpler support

The OpenManage Enterprise - Dell EMC Open Manage Enterprise systems management tools help BITMARCK’s administrators see issues immediately rather than having to search through individual servers to find the fault. “This lets us generate instant support logs,” says Huber.

BITMARCK has already extended the pilot with a further order of PowerEdge MX infrastructure. “We’re confident that we made the right and future-proof choice with Dell EMC PowerEdge MX,” says Pethé.



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