

Press release

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New technology: Tomorrow Focus Technologies uses Telefonica Germany's virtual hosting servers

MUNICH. TFT GmbH (Tomorrow Focus Technologies) is now using Telefonica Germany's new virtual hosting servers. The technology services provider TFT operates the online offerings of such well-known companies like Focus Online, Bunte.de, Playboy.de or internet presence of LBS and AOK. Its hardware servers for hosting were replaced by virtual machines that run in Telefonica Germany's data centres, thus reducing costs by as much as 30 percent.

Telefonica Germany developed an efficient, scalable and cost-effective virtualisation concept. As part of that, the online offerings of TFT's customers were transferred step by step from TFT's dedicated servers to a virtual environment. Virtual machines that consist only of software replaced the actual computers.

The virtual machines do not have their own hardware. Rather, they share a common IT infrastructure that consists of many different servers. That way, a significantly smaller number of servers is required, which reduces electricity costs. But nothing changes in terms of day-to-day work: The virtual computers are perceived and administered just like real servers. If required, TFT can also order additional virtual resources at any time and at short notice.

"We not only dramatically reduced our hosting costs. Thanks to the scalability of the virtual server environment, we can now also expand our resources in a very flexible way. That's a significant competitive advantage in the Web business," says TFT's CEO Timo Salzsieder. "In Telefonica Germany we found an experienced partner that combined our requirements with the many different needs of our customers to come up with one solution."

The workload is always distributed efficiently with Telefonica Germany's Managed Load Balancing. If a website has to handle an exceptionally high number of visitors, it doesn't slow down but gets more capacity assigned to it. That is one more advantage of the joint server infrastructure for virtual machines.

"More and more companies are going with virtualisation in order to consolidate their IT and lower their expenses," explains Johannes Pruchnow, Managing Director of Business at Telefonica Germany. "Our solutions are flexible and scalable and allow for enormous savings. Also the energy balance improves considerably. Virtual IT is green IT!" In addition, there is greater reliability against failures. Telefonica Germany's backup

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service backs up TFT's content every day and saves it on two separate systems. If a server fails, its virtual machines are simply transferred to other computers.

Telefónica Germany GmbH & Co. OHG and its brands O₂ and Alice belong to Telefónica Europe and are part of the Spanish telecommunication group Telefónica S.A. The Company offers its German private and business customers postpaid and prepaid mobile telecom products as well as innovative mobile data services based on the GPRS and UMTS technologies. In addition, the integrated communications provider also offers DSL fixed network telephony and high-speed internet. According to a network test by "connect" magazine (edition 12/10), the O₂ network is top of the list when it comes to reliable file downloads and champion in the telephony category. In the overall result the company is on second position. Telefónica Europe has more than 57 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

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