

# VKernel Case Study: Hasbro, Inc



## Industry: Consumer Goods Manufacturer

### Challenge

As the virtual data center continues to grow, Hasbro needed visibility into the capacity utilization of its VMware ESX servers to get a better handle on resource allocation

### Solution

Using the VKernel Capacity Bottleneck Analyzer, Hasbro is able to continuously monitor shared CPU, memory, and storage usage to properly allocate the required resources among all of its deployed virtual machines.

### VKernel at Work

The VKernel Capacity Bottleneck Analyzer continuously monitors CPU, memory, and storage utilization trends in VMware ESX environments across hosts, clusters, and resource pools to identify and eliminate current and future capacity bottlenecks. It also provides detailed capacity information to properly plan for the addition of new virtual machines.

### Deployment Environment

- VKernel Capacity Bottleneck Analyzer Virtual Appliance
- VMware ESX Server 3 on Dell PowerEdge 2950 servers
- Guest operating systems: Windows Server, Linux, and virtual appliances
- Applications: Test and development, print servers, anti-virus, certification PKI authentication servers, domain controllers, DNS servers, and communications servers

“The VKernel virtual appliance model is great, as I was able to quickly get Capacity Bottleneck Analyzer up and running. In fact, the product began providing immediate value upon deployment when it identified three virtual machines which were hogging critical resources that we thought were deleted months ago.”

*Ed Ward, Senior Technical Analyst, Hasbro, Inc*

### Hasbro

Hasbro is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its Playskool, Tonka, Super Soaker, Milton Bradley, Parker Brothers, Tiger, and Wizards of the Coast brands and products provide the highest quality and most recognizable play experiences in the world.

Looking to get a better handle on overall capacity utilization and resource allocation in Hasbro's virtual data center, Ed Ward, senior technology analyst, started looking at various vendors' tools for help. While VMware's VirtualCenter provided a wealth of information, he did not have the time to decipher the reports and analyze the graphs to get the capacity utilization trends that he ultimately wanted.

“With over 225 virtual machines on about 20 VMware ESX servers, our growing virtual infrastructure was reaching a point where visibility into capacity utilization was a must,” said Ward. “We looked at a number of products, but VKernel stood out for two reasons – it's virtual appliance model that made deployment a snap and the products overall simplicity to deliver the information that we needed.”

Today, Ward is using the Capacity Bottleneck Analyzer to continually monitor capacity utilization when new virtual machines are added to ensure shared resources (CPU, memory, and storage) are properly allocated. By providing information such as the top five resource consumers, VKernel is also enabling Ward to better plan Hasbro's virtual infrastructure and is helping him change the way he architects resource pools.

“Before VKernel, we never knew our capacity utilization. Now, we have complete control over what is going on in our VMware environment,” added Ward. “After we add new virtual machines, we use Capacity Bottleneck Analyzer to quickly check the impact on shared resources and make the necessary adjustments to maximize performance.”

### Results

- Gained immediate visibility into capacity utilization trends throughout its VMware environment for proper planning and resource allocation
- Making better decisions and constantly improving the performance of its VMware ESX servers by having actual resource (CPU, memory, and storage) utilization data
- Achieving greater efficiencies and saving significant time by eliminating time consuming processes

