SITEL CALLS ON RED HAT TO INCREASE PERFORMANCE AND STABILITY

FAST FACTS	
Industry-Solution:	Internet Web Content
Platform:	Linux
Hardware:	Unbranded Intel-based servers.
Challenge:	Finding a powerful solution to run thousands of computers in a cost-effective way.
Solution:	A cluster of over 8000 affordable no-brand servers running Red Hat Linux.
Benefits:	Red Hat Linux provides reliability, affordability, and scalability as Google and the Web continues to grow.

By designing, building and operating contact centers that interface with customers through many points, SITEL Corporation turns data into insight for its clients, allowing them to enhance the value of their customer contacts, relationships and interaction. As a global provider of outsourced customer contact center services for customers such as American Express, Cox Communications, GM and Mitsubishi Motors, SITEL relies on technology to keep its data centers running, its call center applications fast and its customer service agents productive.

The challenge of managing customer touchpoints and data became clear as the number of SITEL's call centers grew and their reach extended across the globe. With more than 70 call centers in 20 countries around the world, SITEL's remote locations were dependent on customer records and data that were stored centrally. To reduce bandwidth requirements and increase service levels and the performance of call center applications, SITEL needed a reliable, affordable, scalable IT infrastructure capable of supporting distributed databases and applications. To create that infrastructure at a price point more attractive than the Unix alternative, SITEL turned to Red Hat. While SITEL uses IBM RS/6000 servers running AIX in its central data center, the company realized that placing those servers in all of its call centers would be cost prohibitive. Instead, SITEL chose to deploy Dell PowerEdge 2650 servers Running Red Hat Enterprise Linux AS and Oracle Enterprise Server database in each of its more than 70 call centers, allowing the company to achieve cost savings without sacrificing performance. After a seamless integration with the help of Red Hat Professional Services, SITEL realized CRM application enhancements, increased customer service agent productivity and reduced system downtime.

The stability Red Hat Enterprise Linux provides is particularly important to SITEL and its call center operations since many sites are in remote locations without access to onsite technical support. Red Hat provides the reliability necessary to run SITEL's enterprise. And Scott Clark, SITEL's Director of IT Systems agrees: "The (Linux) servers are rock solid, and you don't have to mess with them" once they're deployed.

Because Red Hat Enterprise Linux provides interoperability with existing systems, support, and stability, SITEL was able to meet business requirements at a fraction of the cost traditionally involved with closed-architecture environments.

Google

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