

World-class HP Integrity platform powers global shipping

How upgrading its existing IT infrastructure has helped CargoSmart support rapid business growth.



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CargoSmart Limited





“We chose HP Integrity servers to power our applications for the ocean shipping industry.”

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Asian tigers and dragons are waking. The strong growth in Asian exports and deregulation of foreign trade, particularly in sea transportation, have contributed to significant growth in the global shipping industry. China's economy is the biggest driver, now that the elimination of global textile quotas is boosting export shipments. India is not far behind, with its ever-increasing demand for raw materials and thriving export economy.

CargoSmart: Riding the global shipping wave

Booming business has left many shippers and transportation intermediaries in need of a centralised, scalable information technology platform on which to plan, process, monitor, and share shipment information. Launched in October 2000 and built on open, scalable architecture that can be integrated into any customer's enterprise system, CargoSmart Limited is an advanced online application and integration services provider. It easily allows customers to manage shipments with multiple carriers throughout the shipment cycle using online, offline, mobile, and direct integration solutions.

With more than 30,000 customers and approximately 300 new members weekly, CargoSmart is enjoying tremendous business growth. In a typical month, it adds 215,000 new shipment records to its system, sends 150,000 shipment status milestone e-mail notification and exception alerts, and generates more than 25,000 reports.

The need for a streamlined IT infrastructure

While its system was designed to handle high transaction volumes, CargoSmart's runaway success required an infrastructure upgrade to ensure it would be able to accommodate rapid growth in the future. Its existing infrastructure would not be able to cope with the rising number of accounts being created by new clients, as well as the sheer volume of information and transactions being processed and stored on its servers around the clock. With so many clients and a strong commitment to customer service, CargoSmart felt a pressing need to improve its current IT platform to maintain business continuity during its rapid growth.

After a review of existing operations, CargoSmart's IT department concluded that moving the company's applications and database onto a more streamlined platform was a strategic necessity. Apart from a lower total cost of ownership, the migration would help to ensure 24 x 7 business continuity, as well as establish disaster recovery capabilities that would allow CargoSmart to resume operations with minimal disruption as part of its customer service guarantee. The adoption of a standards-compliant infrastructure to support the company's service delivery system was the key to managing the needs of the company's growing business while responding promptly to customers' needs.

Tailoring a solution on the HP-UX 11i platform

After a three-month long proof-of-concept exercise, CargoSmart appointed HP to implement a new industry-standards based architecture that would see the company through its next growth phase.

“The decision to migrate to HP Integrity servers with Intel® Itanium® 2 processors was based on HP’s clearly defined future product road map, strategic partnership with Intel, and superior server performance,” says Mr Steve Siu, Chief Executive Officer of CargoSmart. “Our Integrity platform helps us support high customer transaction volumes and future business growth.”

The recommended solution involved Intel® Architecture-64 (IA-64), a 64-bit processor architecture developed by HP and Intel. This fault-tolerant technology delivers the speed and performance required by CargoSmart to meet its customers’ needs.

CargoSmart replaced the ageing PA-RISC database servers with Intel® Itanium®-based HP Integrity rx8620, rx7620, and rx4640 servers running HP-UX 11i v2. The company deployed its Oracle9i database servers as a cluster using HP Serviceguard, a proven, high availability clustering solution that gives CargoSmart’s IT department enhanced levels of application and database availability, data protection, as well as maximised resource utilisation for an improved return on investment.

Apart from providing leading-edge IT technologies, HP supplied CargoSmart with industry benchmark information as a reference and helped the company conduct application-specific load and functional testing to ensure that the migrated solution was stable, expertly configured, and adjusted for maximum performance before implementation. The HP Services team also supervised the migration process and provided post-migration monitoring and tuning of the solution, while operating the hosted environment.

Unlimited expansion at reduced cost

CargoSmart estimates that the new infrastructure gives it close to 200% more performance per CPU and a lower total cost of ownership performance as compared to the previous platform.

As part of a broad solution portfolio for the Adaptive Enterprise, the new HP Integrity rx8620 server in production also gives CargoSmart the flexibility to handle the growing business workloads because it can accommodate up to 32 CPUs, enabling CargoSmart to expand its application and database, while giving CargoSmart the continued assurance of reliability and stability.

The new service delivery system has high availability with uptime of more than 99.99%, and CargoSmart’s customers can now continue to be productive with faster response times and a more reliable application as the company grows rapidly. Maintenance and upgrades are simpler and less expensive. Moreover, CargoSmart enjoys better business flexibility, higher returns on its investment, and the benefit of an IT infrastructure that is securely aligned with its growth path.

Why HP?

- Proven server technology to handle highly specialised software applications
- Integrity product road map
- Winning combination of integrated hardware, software and services
- Long-standing HP-Intel partnership
- Accomplished IT services personnel



Name

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Founded

September 2000

Number of Registered Customers

Over 30,000 registered users

Offices

San Jose, New York, Toronto, Southampton, and Hong Kong

Transaction volumes on CargoSmart's systems

In a typical month, CargoSmart:

- Adds 215,000 new shipments to its system
- Sends 150,000 milestone notifications and shipment exception alerts
- Generates 25,000 reports

Challenges

- High transaction volume requiring further IT infrastructure investment
- Risk of existing infrastructure not being able to cope with increasing number of transactions, accounts and storage data
- Need to sustain business operations during unplanned circumstances

Solutions

- HP Integrity Servers: models rx8620, rx7620 and rx4640
- HP-UX 11i v2 operating system
- HP Serviceguard clustering software
- HP Services: Solution testing, configuration, project management, monitoring, tuning, and hosting services

Results

- Close to 200% per CPU performance as compared to the previous system
- Lower total cost of ownership
- Flexibility to accommodate growing needs of the business workload
- High availability with uptime of more than 99.99%
- Faster response times; maintenance of customer service guarantees
- Data protection safeguards via clustering technology
- Simple, less costly maintenance and upgrades

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