

# Delivering reliable, cost-effective hosting services to Bulgarian businesses.

How **IBS Bulgaria** upgraded and consolidated its hosting infrastructure with Lenovo Flex System solutions, slashing costs, simplifying management, and ensuring the high-quality client services.

**Lenovo Infrastructure Solutions  
for The Data-Centered**

**Lenovo**

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## Background

IBS Bulgaria is an IT consulting, systems integration, and software development company based in Sofia. Its service portfolio includes dedicated and shared Infrastructure-as-a-Service (IaaS), Software-as-a-Service (SaaS), software development, and analytics solutions. Founded in 2003, IBS Bulgaria has grown to become one of the leading IT services providers in the country, serving clients in the government, banking, and energy sectors.

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## Challenge

To maintain the highest standards of service for clients while minimizing cost and complexity, IBS Bulgaria looked to upgrade its aging hosting infrastructure. Server sprawl over the years had resulted in a large physical footprint that was underutilized, costly to maintain, and time-consuming to manage.

“We buy space for our servers from a third-party data center, so the larger our footprint is, the higher our rental costs,” says Svilen Stanchev, Sales Director at IBS Bulgaria. “The same goes for our spend on power and cooling. And because most of our software is licensed per socket, the growth of our server estate had steadily increased our licensing costs over the years too.”





## Why Lenovo? A proven partnership.

IBS Bulgaria's hosting infrastructure had been based on the IBM BladeCenter server architecture for more than 15 years. A former IBM hardware reseller, IBS Bulgaria has been a Lenovo Partner since Lenovo's acquisition of IBM's x86 server business in 2014.

Today, IBS Bulgaria is a Lenovo Platinum Partner and Authorized Warranty Service Provider, and the number-one Lenovo data center infrastructure and PC provider in Bulgaria, offering country-wide service coverage.

Svilen Stanchev comments: "We know and trust Lenovo technology. After evaluating our current and anticipated future needs, we decided that Lenovo Flex System was the best fit for our requirements."



## Complete consolidation.

IBS Bulgaria implemented two Lenovo Flex System Enterprise Chassis, initially populated with five Lenovo ThinkSystem SN550 servers. Virtualized with VMware vSphere, the solution is networked with Lenovo Flex System FC5022 16Gb SAN Scalable Switches and Lenovo Flex System EN4091 10Gb Ethernet Pass-thru modules.

“We replaced 30 IBM BladeCenter servers with just five Lenovo ThinkSystem SN550 nodes, reducing our data center footprint by 83%,” says Svilen Stanchev. “In fact, we were able to run all our workloads on just three Lenovo ThinkSystem SN550 servers, leaving two nodes as spare capacity.”

To meet increased demand for compute resources from both clients and the business, IBS Bulgaria has since expanded its Flex System infrastructure with an additional 14 Lenovo ThinkSystem SN550 servers.



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## Results

Today, IBS Bulgaria runs its internal systems, software development environments, virtual desktop infrastructure (VDI), and multiple client environments on one Lenovo Flex System Enterprise Chassis. The second chassis serves as a dedicated hosting infrastructure for one of the company's largest clients.

Svilen Stanchev notes: "Flex System lends itself very well to multi-tenanting, enabling us to keep client environments separate and secure on a single physical machine."

Since consolidating its server infrastructure with Lenovo Flex System, IBS Bulgaria has reduced data center rent and electricity costs by 60% and lowered its VMware licensing costs by 70%—huge savings that the company can reinvest in development and client services.

By managing the infrastructure from a single point of control using the in-built Flex System Chassis Management Module (CMM), IBS Bulgaria has reduced the time spent on routine configuration and monitoring tasks—freeing up time for strategic activities.



**83% smaller  
physical footprint**



**60% lower data  
center rent and  
electricity costs**



**70% lower VMware  
licensing costs**



“We are delighted with the performance, reliability, and scalability of the Lenovo Flex System. Consolidating our server infrastructure has significantly reduced costs, complexity, and management overheads, enabling us to deliver exceptional client services at attractive prices.”

**Svilen Stanchev,**  
Sales Director, IBS Bulgaria

# What will you do with Lenovo infrastructure solutions?

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