Datacenter Northeast

LinkedIn

Core bank technology you can depend on. A relation

Data Center Inc.

Share

Computer Software · Hutchinson, Kansas · 1,479 followers

See all 235 employees on LinkedIn →

See jobs

Keep up with Data Center Inc.

See more information about Data Center Inc., find and apply to jobs that match your skills, and connect with people to advance your career.

Join LinkedIn Sign In

The Challenge

Data Center Northeast is part of Data Center Inc, which is an umbrella organization

They already had a high number of followers (1,030)

However, they were more interested in increasing their product sales via LinkedIn

They were also aiming to improve the performance of their LinkedIn adverts

The Approach

Advertising copy

- I refreshed the existing copy on their website to include video demonstrations, updated ad text and graphics

Networking

- I partnered with other IT technicians and industry players to increase brand awareness

Influencers

- The same approach was also used to connect with IT publications and other influencers to help spread the word about the client’s services

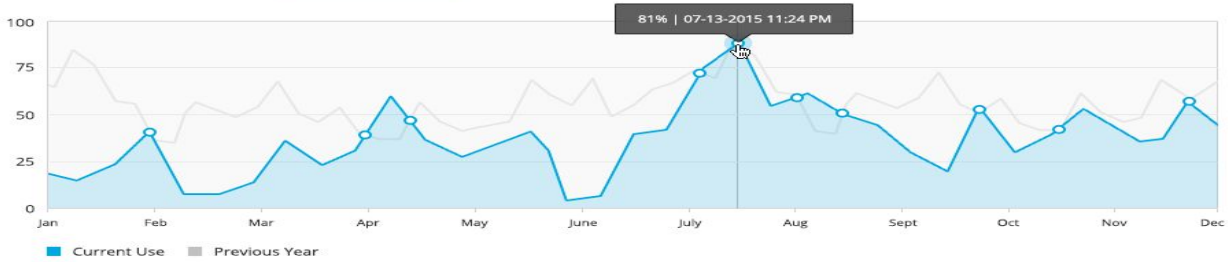
Datacenter Northeast

1 Data Centers — 1
5 Clusters — 1
50 Hosts — 1 | 15
5 Storage Domains — 1
100 Virtual Machines
100 Networks

Datacenter Load

Workload | CPU Utilization | Memory Utilization | Bandwidth

Last Year



Top Utilized Clusters

Last 30 Days

RHOS6-Controller — 140.0 GB Total — 72.0 %
CFMEQE-Cluster — 140.0 GB Total — 68.0 %
RHOS-Undercloud — 140.0 GB Total — 57.0 %

324 Successfully Provisioned
230 Nodes Paused
56 Provisioning Failed

625 Up 11%
Critical Server Events

View All Events

842 TB
Storage Capacity

Add New Cluster

35%
CPU Utilization

View CPU Events

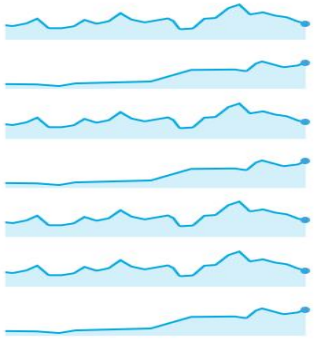
Recently Provisioned Hosts

14 Hosts | Add | Import

EastHost002	192.168.1.52	RHEL-6Server-6.5.0.1.el6	
EastHost004	192.168.1.54	RHEL-6Server-6.5.0.1.el6	
EastHost005	192.168.1.55	RHEL-6Server-6.5.0.1.el6	
EastHost006	192.168.1.56	RHEL-6Server-6.5.0.1.el6	
EastHost007	192.168.1.57	RHEL-6Server-6.5.0.1.el6	
EastHost008	192.168.1.58	RHEL-6Server-6.5.0.1.el6	

Performance

Last 30 Days



42% Virtual Disk I/O 5.4 of 5.9 GB
88% Physical Disk I/O 900 of 1,000 MHz
34% Virtual Disk I/O 5.4 of 5.9 GB
93% Physical Disk I/O 900 of 1,000 MHz
36% Virtual Disk I/O 5.4 of 5.9 GB
42% Virtual Disk I/O 5.4 of 5.9 GB
88% Physical Disk I/O 900 of 1,000 MHz

Results

This was a unique campaign in that the LinkedIn advertising platform itself connected to our CRM system, which recorded the results in terms of how many of their specific products were sold.

- More than 625 critical server products were purchased
- Performance increased by 42%
- Engagement rose by 58%
- Followers increased from 600 people to 1,400