

## IS4IT Case Study

# G+J Entertainment Media GmbH

### IS4IT BUSINESS AREA

#### IS4IT Enterprise & Security Services

#### AT A GLANCE

Total modernization of the server environment at G+J Entertainment Media GmbH completed

#### COMPANY

<b>Company:</b>	G+J Entertainment Media GmbH, a 100 % subsidiary of Gruner + Jahr AG & Co KG and part of the Bertelsmann Group
<b>Headquarters:</b>	Munich
<b>Industry:</b>	Publishing / Entertainment
<b>Products and services:</b>	Specialist publisher for the entire entertainment industry: film, video, music and games, online information portals for cinema, television, music and games
<b>Employees:</b>	120
<b>Internet address:</b>	<a href="http://www.mediabiz.de">www.mediabiz.de</a>

#### SUMMARY

"It is our aim to expand our range of services for the entertainment industry in electronic channels. Therefore, it is essential to have a powerful and future-proof IT infrastructure, which we have been consistently modernizing since 2009. With the storage concept from IS4IT developed jointly with NetApp, the "last phase of construction" has been completed. We now have a high-performance and failsafe total solution that covers all current requirements, handles our rapidly increasing data volume and thus offers long-term viability. What especially excited me about the project was the practical cooperation. Rather than being theorized, our need was implemented hands-on and solution-oriented. I can highly recommend IS4IT for similar projects and look forward to further cooperation in the future."

*Hans-Hermann Kirchhoff, Head of IT / CIO*

#### PROJECT GOALS/CHALLENGES

1. Modernization of the infrastructure also needed to include storage.
2. The inventory system, which forms the basis of the publisher's online presence ([kino.de](http://kino.de) and [mediabiz.de](http://mediabiz.de)), was pushed to capacity limits. The volume of data offered no potential for optimization.
3. The high frequency of visitors and steady increase of data through movies, videos and pictures made development an urgent requirement, but an extension was not economically viable.
4. Reliability and high availability could be established only to a limited extent due to outdated technology. Although VMware was already in use, storage virtualization was not possible.
5. Along with easier manageability of efficient options for exchange virtualization, the new solution needed to provide for virtual machines, replication and backup systems while ensuring high availability and performance of Websites.

## DECISION FOR IS4IT

1. Recommendation by NetApp for IS4IT as on-site service provider
2. Total solution with appropriate price-performance ratio
3. An alternative provider presented a concept that went far beyond the requirements
4. High technical competence and flexibility of the staff obviously already in the distribution phase
5. In the run-up, IS4IT presented itself as professional, highly customer focused and on schedule, which was confirmed in the project

## SOLUTIONS

1. Implementation of two NetApp high-availability systems, i.e. two networked and redundant storage systems with memory space optimization
2. Primary storage
  - FAS2240 storage system with 2 disk shelves
  - 24 x 2 TB SATA hard drives in the head
  - 24 x 2TB SATA disks in disk shelf 1
  - 24 x 900 GB SAS disks in disk shelf 2
3. Secondary storage
  - FAS2240 storage system with 1 disk shelf
  - 24 x 3 TB SATA hard drives in the head
  - 24 x 3 TB SATA hard drives in the disk shelf
4. NetApp Virtual Storage Console, SnapVault integration
5. Use of VMware virtual machines in the storage environment

## BENEFITS

1. Continuous modernization of the entire basic technology – for clients and prospects of the online offering, the high-performance use of online platforms is ensured around the clock.
2. State-of-the-art in the area of high availability and backup – optimized replication and data backup concepts minimize default risks.
3. Full virtualization of the IT infrastructure from the present until storage – if one of the blades in the cluster fails, switching is easy and complete.
4. Efficient administration – thanks to the NetApp Virtual Storage Console, the complexity and cost of virtualized VMware infrastructure could be reduced.
5. Investment in the future – the scalable solution, which is designed for additional growth by expanding the service spectrum and includes a five-year maintenance contract, ensures future security in further IT planning.

## PARTNERS INVOLVED

**NetApp Germany GmbH**