

❏ CASE STUDY – Enterprise Storage Management

Bertelsmann mediaSystems

Data Availability Around the Clock for International Media Company



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Bertelsmann mediaSystems

Bertelsmann AG is the most international media company in the world. The Bertelsmann umbrella unites hundreds of powerful media companies, such as, TV and radio stations, magazine and book publishers, music labels, direct-to-customer businesses and a variety of service providers. Bertelsmann mediaSystems is a company belonging to the Arvato AG division of Bertelsmann AG (Gütersloh) and is Bertelsmann's IT service provider. Bertelsmann mediaSystems consists of 3 computer centres with a total area of 4200 square metres and 1000 servers on which various applications run – like, for example, CAD applications, commercial applications and Customer Relationship Management systems. Bertelsmann mediaSystems is responsible for secure data migration and total data backup.

The Challenge

Content digitalisation has had an enormous impact on the media world. Like many other international companies, Bertelsmann mediaSystem facing challenges caused by management, storage and backup of huge data volumes. Bertelsmann handles two times 5.5 terabytes of data remote mirrored on OS/390 platforms mode. Consequently, data transfer and backup is one of the most important IT tasks within the Bertelsmann Group. It is because in these times of e-business, if long downtimes occur when backing up, the services to the customer suffers; customers expect a 24 hour service and have no time for downtimes caused by maintenance operations.

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Data transfer was relatively complicated. The installation of additional storage meant the system was down for several hours at a time. This was a difficult problem for Bertelsmann. Even a few minutes' downtime will cause tangible losses. Another problem is that hardware is developing at a staggering rate. New hardware replaces the old and point-in-time copies of current data are needed.

The Solution

Since access to customer data has to be guaranteed around the clock, transferring data to new storage systems must never restrict the application operation. Consequently, Bertelsmann mediaSystems was looking for a tool that allowed data stored on hard disks to be exported and copied in operation. The company then chose Fujitsu Softek TDMF Mainframe Edition which is the leading data migration and replication solution from Fujitsu Softek.

The Benefits

"Softek TDMF is a simple, unspectacular tool, but an extremely efficient one", said Winfried Bremke, Senior Manager of Storage/Facility Management at Bertelsmann mediaSystems. Softek TDMF now guarantees the high availability of data and applications at Bertelsmann mediaSystems. The data migrations tools ensures transferring data to new storage systems. With Softek TDMF, the company can now export data on-line and make point-in-time snapshots during the daily operation, because the software automates the data backup and standardises the storage management, even with sub-systems from different manufacturers. Softek TDMF now simplifies the daily workload management at Bertelsmann mediaSystems, because workloads can be flexibly distributed. Consequently, the storage management solution from Fujitsu Softek creates spare capacity on overloaded systems and makes more efficient use of lesser used components – all with operation in progress. And end user data access is maintained.

Bertelsmann mediaSystems is more than satisfied with Softek TDMF Mainframe Edition. The company handles such enormous volumes of data that it cannot afford to have its servers down, even for an hour. "Fujitsu Softek's TDMF was the tool that guaranteed application availability around the clock", said Dr. Michael Mörs, Data Center Director at Bertelsmann mediaSystems. With Softek TDMF, the company has been able significantly to reduce the risks and costs of its data migration processes. The company has also confirmed the simple installation and reliability of the tool and is full of praise for Softek TDMF. Up to now, they had never had any software that has worked with so few problems as the Fujitsu Softek solution. The IT department can no longer imagine life without Softek TDMF.

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"TDMF is the only tool with which we have not found any faults", said Dr. Helmut Madeheim, Senior Manager of System Group at Bertelsmann mediaSystems. Times have changed at Bertelsmann mediaSystems with Softek TDMF. In the past, data migration involved a considerable amount of effort – arrangements and coordination with departments, informing customers, overtime for IT managers, not to mention the interruption of productive work – data migration and replication are now possible on-line. This means no more downtimes due to the transfer of mainframe data. The throughput leaves nothing to be desired either and allows efficient working – with three hard disks per channel, the migration rate is 150 Gigabytes per hour. Softek TDMF has allowed Bertelsmann mediaSystems to increase the total availability of critical e-business applications considerably.

Mainframe Configuration Gütersloh Bertelsmann mediaSystems

- 2 CMOS computers OS/390
- 1200 MIPS
- 3 LPAR's
- OS/390 2.6/2.10

Data storage: 6 EMC Symmetrix

Data volume: 2*2.5 TB (remote mirrored)

TDMF used since 1997. Aim:

- Migration to new DASD
- PiT copy for Y2K test

<http://www.asg24.com/main.htm> (Bertelsmann renamed) "Bertelsmann mediaSystems is now arvato systems. As of September 1, 2002 Bertelsmann mediaSystems will be doing business under the new name of arvato systems."

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