FUJITSU

CASE STUDY
RUDOLF RÖSER PUBLISHING AND INFORMATION SERVICES AG

»OUR FIRST EXPERIENCE WITH PRIMERGY BLADE SERVER TECHNOLOGY WAS VERY CONVINCING.
WITH OUR RECENT SELECTION OF THE PRIMERGY BX900 DYNAMIC CUBE WE INTEND TO CONTINUE
OUR SUCCESSFUL BUSINESS COOPERATION WITH FUJITSU.«

Hans-Georg Schleißinger, IT Director, Rudolf Röser Publishing and Information Services AG

THE CUSTOMER

Röser is one of the largest German publishers of telephone directories and also delivers modern multimedia services – a true business success story with a 40-year heritage.
www.roeser-online.de

Röser

THE PROJECT

Consolidation of the Intel server platform and installation of a new Citrix terminal server solution.

THE SOLUTION

After having such good experience with the PRIMERGY BX600 and PRIMERGY BX620 blades, Röser decided to continue using and expanding this line of technology in its data center. The new building blocks: PRIMERGY BX900 Dynamic Cube with the PRIMERGY BX920 S1 blade server, Citrix Xen hypervisor and Citrix XenApp terminal server.

A FAMILY BUSINESS THAT DELIVERS MODERN MULTIMEDIA SERVICES

Röser Publishing impressively demonstrates that business continuity and openness for innovation is not a contradiction. The company was founded in Karlsruhe, Germany, more than 40 years ago by Rudolf Röser and is one of the country's leading publishers of telephone directories. Today the founder serves as the Honorary Chairman of the Supervisory Board. The business activities of the company are managed by Mr. Röser's family: Dr. Sabine Röser (Chairman of the Executive Board), Johannes Röser (Director of Technology and Publishing), Robert Röser (Director of Finance) and Annette Röser (Director of Marketing). By maintaining a balance between tradition and innovation, the company is gearing up for a prosperous future in which optimized IT will play a crucial role in ensuring the success of Röser as a modern multimedia services provider. Security is a very high priority for the company. Therefore, when it comes to innovations, Röser attaches great importance to having proven technologies that deliver long-tem investment protection.

THE RIGHT TECHNOLOGY IN THE DATA CENTER WILL SHAPE THE FUTURE

In order for businesses to respond to the demands of an ever-changing market, IT resources need to deliver high levels of quality, agility and flexibility. The management at Röser has always been aware of this. The company's own IT experts realized that there was enormous potential for improvement in their heterogeneous Intel-based server environment. In addition to platform consolidation, the project agenda also called for refreshing the company's Citrix terminal server solution. PRIMERGY blade server technology from Fujitsu seemed to be the ideal replacement. To begin with, Röser had been using PRIMERGY technology for many years. The first Fujitsu system was the PRIMERGY BX600 server configured as a scalable 19-inch rack system with seven height units. Röser was very satisfied with this technology and decided in favor of continued reliability by selecting the PRIMERGY BX900 Dynamic Cube for its new project. The company's IT managers were very impressed by this dynamic server infrastructure housed in a single chassis. One aspect in particular especially caught their attention: This blade server can be dynamically adapted to handle various IT requirements and, at the same time, it reduces costs while delivering more IT flexibility. Other key features include simple LAN integration, easy manageability and outstanding performance. By selecting the Dynamic Cube and server blades from the PRIMERGY BX series, Röser Publishing is ready to successfully master the challenges of the future. The new systems in the data center infrastructure are installed at different locations in the data center building and are operated redundantly. In addition to the highest levels of security, Röser also has peace of mind knowing that its IT resources have great performance potential and that just the right computing power can be provided as needed to meet future demands.

BENEFITS FOR THE CUSTOMER

- Dynamic server infrastructure in a compact chassis
- Ready for virtual scenarios
- Highest availability
- More performance
- Stable, highly reliable operation
- Improved responsiveness to changing business requirements
- Easy administration

HARDWARE, SOFTWARE, SERVICES

- 2x PRIMERGY BX900 Dynamic Cubes each with 3x BX920 S1 server blades
- Operating systems: Windows® and Linux
- Database: Oracle
- Virtualization platform: Citrix Xen hypervisor and Citrix XenApp terminal server

COMPETING IN A DYNAMIC MARKET REQUIRES DYNAMIC IT

As one of the leading publishers of telephone directories in Germany, Röser's core business is focused on the publication of titles such as The Telephone Book, The Local Telephone Directory, The Yellow Pages and The Regional Yellow Pages. This portfolio is enhanced by a number of innovative services in the area of new media. Since Röser does business in a relatively volatile market where demands are constantly changing, IT plays a very important role in keeping the company competitive. That is why the IT managers at Röser decided to continue investing in the quality of their infrastructure. For future tasks and challenges the IT team wanted to install more modern and secure future-centric technology so that IT resources could be provided on demand. The requirements also called for:

- A homogeneous server landscape
- Dynamics instead of complexity
- The highest levels of security
- More performance

THE DATA CENTER IN A BOX

Röser Publishing turned to Fujitsu for the proven competence needed to successfully complete the consolidation project. And from the very beginning the customer was convinced that the PRIMERGY BX900 Dynamic Cube was the perfect choice for its data center. Using this complete dynamic server infrastructure, based on one chassis with 10 height units and enough space for up to 18 server blades, Röser would be able to consolidate its entire Intel server environment. Since the Dynamic Cube is a genuine "virtualization wonder" and is predestined to handle especially sophisticated applications such as resource-intensive virtual machines, Röser Publishing was certain that this technology would indeed be the key to ensuring efficient virtualization in its data center. To prove this point a special test run of the PRIMERGY BX900 was conducted, and the outstanding results fully convinced the customer

that this technology was the right choice. The IT team at Röser was especially impressed by the system's LAN integration capability, not to mention the ease of use and the computing power delivered. The customer entrusted Fujitsu with the installation of two PRIMERGY BX900 systems each having three PRIMERGY BX920 S1 server blades. As part of the disaster recovery concept, the two BX900 systems are installed in the same building, but on two different floors to keep them separated for maximum protection.

PURE DYNAMICS FOR THE MULTIMEDIA SERVICES PROVIDER

Blade server technology from Fujitsu gives Röser a system platform that delivers the highest levels of dynamic computing as well as the stability that is so important for the business-critical applications run in the publishing house. Hans-Georg Schleißinger, the IT Director at Röser, is certain that the company is ready for the future thanks to the new infrastructure.

"FROM THE IT PERSPECTIVE, THE PRIMERGY BX900 DYNAMIC CUBE WILL ENABLE US TO GROW AS WE TAKE ON NEW TASKS AND CHALLENGES BECAUSE WE NOW HAVE THE POTENTIAL COMPUTING POWER TO MEET FUTURE NEEDS AS THEY ARISE."

Röser is quite happy with its stable, high-performance operations, and the company already benefits directly from the advantages of server virtualization. The publishing house has succeeded in optimizing the utilization and efficiency of its IT resources by consolidating systems with PRIMERGY blade servers, which also makes management easier and improves overall reliability.