

Case study FlexFrame for SAP at Times of India

»With its FlexFrame for SAP solution, Fujitsu helps India's largest media services conglomerate to hugely improve efficiency today and anticipate tomorrow's needs.«

Debashish Ghosh, Director IT, Bennett, Coleman & Co. Ltd.



Times of India - Publishing Tradition since 1838

Times Group is the largest media services conglomerate in India. It spans 12 publishing centers, 15 printing centers, 69 sales offices, over 8,000 employees, five dailies including two of the largest in the country with approx. 4.3 million copies circulated daily, two leading magazines, 29 niche magazines – reaching 2,468 cities and 32 radio stations.

The group's flagship, Times of India, published by Bennett, Coleman & Co. Ltd. is the largest English daily newspaper in India and the largest circulated English Broadsheet Daily Newspaper in the world. The first edition of the newspaper appeared on November 3, 1838, then known as the Bombay Times and Journal of Commerce.

Growth and Quality

The media house was on the lookout for a flexible and reliable operating environment to support all its critical SAP applications. Times of India wanted to drastically improve the infrastructure to avoid downtimes and significantly enhance scalability. The challenge for the media house was to identify and install a flexible infrastructure that would be able to grow with the increasing requirements and at the same time using new technologies in order to support the processes the best. From an enterprise computing perspective, Bennett, Coleman & Co., Ltd. looks at how flexible the technology could support the processes and the quality of the applications regarding uptime, reliability and low maintenance. "We don't buy boxes, we look at solutions and we express our needs clearly to our IT infrastructure solutions partners", said Debashish Ghosh, Director, IT, Bennett, Coleman & Co. Ltd.

Innovative and Flexible – FlexFrame for SAP

Fujitsu offered the perfect solution to Times of India with its dynamic infrastructure solution – FlexFrame for SAP. The integrated SAP solution provides in-built availability for all SAP systems, flexibility and better service quality to the media house. The result: Times of India has seen zero downtime since the implementation of FlexFrame for SAP and has an infrastructure that not only supports today's business needs but can also seamlessly grow and is future-ready. Not only that, the solution has enabled significant cost savings for the media house. Its modularity and flexibility is what allowed the FlexFrame for SAP solution to replace the traditional environment.

The Customer

Country: India
Business: Media
Founded: 1838
Revenue: over 4,500 crore rupies
Website: www.indiatimes.com



The Challenge

Times of India needed a flexible IT infrastructure to be prepared for tomorrow's challenges in the fast changing world of media. For that reason the media house wanted to increase the efficiency and reduce the complexity for operating the SAP infrastructure. Uptime of 24x7, 365 days a year is essential to the newspaper.

The Solution

Fujitsu has built a future-proof IT infrastructure that is based on Fujitsu PRIMERGY and SPARC Servers with NetApp storage. With the implementation of FlexFrame for SAP, a dynamic infrastructure solution, Times of India leverages highest levels of flexibility, availability, scalability and efficiency.

Benefits for the Customer

- Integrated high availability for all SAP systems by default
- New applications and physical or virtual server available within minutes
- Easy shifting of applications between servers
- Flexible distribution of complex SAP landscapes across the servers according to current requirements
- Cost reduction by central and efficient management of virtual and physical infrastructure, services and applications
- Disaster recovery capability in two site installations without additional processes

Products and Services

- Fujitsu FlexFrame for SAP
- Complete rack-based solution running on x86 based PRIMERGY and SPARC-based Fujitsu servers
- SAP ECC; SAP IS-Media, SAP BI and SAP Enterprise Portal
- Oracle 10g database
- Implementation of new solutions into existing Times of India IT infrastructure by Fujitsu
- Support via Fujitsu SAP SystemInspectionService

Service-oriented SAP Infrastructure

Fujitsu FlexFrame for SAP is an end-to-end operating concept for service-oriented SAP infrastructure that enables seamless consolidation of SAP applications on industry standard platforms. The solutions can grow in small steps without unnecessary pre-investments and reduces installation and maintenance efforts dramatically.

The advantages of the solution: Every SAP service can run on any virtual or physical server. Services can be moved from one system to another within minutes; peak loads can be addressed quickly by the addition of extra systems. The whole server pool is monitored and managed by a central FlexFrame Control Centre. The central storage system holds both the SAP software and operating system that can be started from any server in the FlexFrame pool.

Meeting the Needs

"Fujitsu was in sync with our needs and requirements from a technology standpoint", Ghosh says. Innovative solutions such as Fujitsu FlexFrame for SAP contribute to improve the ROI allowing for a cost-efficient growth path on demand. This helps in protecting the investment. "What the company has bought in the last three years should be inter-operable with what it buys now and in three years", Ghosh said.

No Downtime for Years

The architecture and the way SAP integrates into FlexFrame has given the publisher significant benefits due to enhanced application availability, utilization and flexibility. In the years that Bennett,

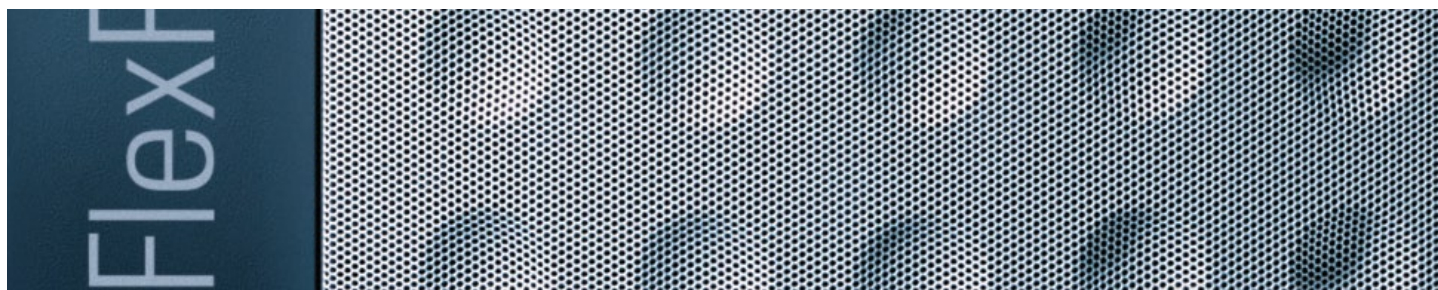
Coleman & Co. Ltd. has used Fujitsu FlexFrame for SAP, there has been no unplanned downtime and no mismatched expectations. Being a mission-critical business application it was crucial that the team helping with the design and installation of the solution understood the SAP landscape well. The new infrastructure delivers optimal resource utilization and best-in-class TCO by enabling SAP application to run at any time on any server.

Managing Growth

Times of India's business has grown between 3-4 times in the last five years - that is why flexibility and scalability are as important as maintaining highest availability and efficiency. Ghosh concludes: "Clearly the Japanese-German philosophy of architecting technology that is close to perfect comes through from Fujitsu." The philosophy of obsessing with quality and precision leads Fujitsu to build its solutions on industry-leading standard platforms. FlexFrame is based on standardized components like cost-efficient x86 servers, NetApp storage and Linux as shared operating system. Hence customers can grow seamlessly and on demand as soon as more IT capacity or new applications are requested.

»We carefully evaluated the market before we selected Fujitsu as our technology partner. We decided for Fujitsu FlexFrame for SAP because of the flexibility and robustness of the solution and Fujitsu's passion and hunger for business and focus on customer satisfaction.«

Debashish Ghosh, Director IT, Bennett, Coleman & Co. Ltd.



Contact

Fujitsu Technology Solutions
Customer Interaction Center
Mon. - Fri.: 8:00 a.m. - 6:00 p.m.
Email: cic@ts.fujitsu.com
Phone: +49 (0) 1805-372 100

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