

# Case study

## Hindustan Times Media

»Fujitsu's Dynamic Infrastructure Solution provided us with a futuristic operating environment where change management and upgrades are possible on the fly. After deploying Fujitsu FlexFrame™ for SAP®, our system uptime has improved to 100% and application turnaround time has improved dramatically.«

Vineet Kumar Chawla, Head of IT, Hindustan Times



### Hindustan Times, India's leading media house and daily newspaper

Founded in 1924, Hindustan Times has grown into one of India's largest media companies with its flagship publications – the English daily Hindustan Times and Business daily Mint (both published by Hindustan Times Media Ltd) and Hindi daily Hindustan (published by Hindustan Media Ventures Ltd) – circulating a combined 2.25 million copies per day and reaching 12.4 million readers. The organization operates 22 printing facilities across India with an installed capacity of 1.5 million copies per hour. Hindustan Times was faced with operational bottlenecks that were obstructing its growth. The organization had an inflexible, legacy IT infrastructure that resulted in frequent breakdowns and low scalability. It was a challenging task for the media house to support its future growth with the prevailing infrastructure. HT Media was, therefore, on the look-out for an efficient, flexible and reliable operating environment to support all its critical applications. Fujitsu offered the perfect solution to Hindustan Times with its Dynamic Infrastructures solution – FlexFrame™ for SAP®. The modular solution provided improved availability, flexibility and better service quality to HT Media. The result: HT Media has seen zero downtime in the three years since the implementation of FlexFrame for SAP and has an infrastructure that not only supports today's business needs but is also future-ready. Not only that, the solution has enabled significant cost savings for the media house.

#### The customer

HT Media Ltd is one of India's foremost media companies, and owns three leading newspapers in the country– Hindustan Times (English daily), Hindustan (Hindi daily) and Mint (business daily). The company also owns FM radio stations and internet firms, including an online job portal.

[www.htmedia.in](http://www.htmedia.in)



#### The challenge

- Provide a flexible, future-proof IT infrastructure
- Maintain uptime 24x7, 365 days a year
- Increase the efficiency and reduce the complexity for operating the SAP infrastructure

#### The solution

- FlexFrame™ for SAP®, a dynamic infrastructure solution, providing the highest level of flexibility, availability, scalability and efficiency
- Optimal resource utilization and best-in-class TCO by enabling SAP application to run at any time on any server
- Fujitsu Server Platform and NetApp storage
- Future-proof IT infrastructure

#### Riddled with legacy infrastructure

Hindustan Times' 22 locations, including its divisions HTML, HMVL, Firefly and Hindustan Music and Entertainment, all run on the same hardware and software environment, making the scalability, reliability and uptime of the infrastructure critically important. The media house's critical SAP business applications and editorial applications – EIDOS (Content Management) and PPI (Page Planning Software) – were earlier running on traditional cluster architecture that was inflexible and inadequate for future growth. The administration and operation managers were kept busy throughout the year to install, manage and maintain the systems. Despite their best efforts, there were 2-4 breakdowns every month, a big hazard in a business where deadlines are crucial.

# FlexFrame™ for SAP® – Dynamic Infrastructure for SAP Environments

The screenshot displays the Hindustan Times website interface. At the top, it shows the site name 'hindustantimes.com' and the date 'Tuesday, December 06, 2011'. The main navigation bar includes categories like 'news', 'business', 'cricket', 'ind-wi', 'motor sports', 'entertainment', 'lifestyle', 'tech', 'travel', 'books', 'photos', 'videos', 'blogs', 'epaper', 'movies', 'jobs', and 'matrimonial'. A search bar and 'Site Google GO' button are also present. The main content area features several news articles: 'No censorship but offensive matters will be removed: Sibal', 'Lokpal panel leaves PM issue to 'good sense' of Parliament', and '2015, a possible new deadline for new climate deal'. There are also advertisements for 'StepStone' and 'Grafiker/-in' services. A sidebar on the right shows 'most viewed' stories and a 'Mitarbeiter/In Webdes & Layout' section.

## Futuristic solution

"HT had a very fragmented IT landscape earlier. Breakdowns were frequent and this posed a big challenge as the deadlines in the media industry are very stringent. We required a product that supported us 24x7, 365 days in a year with zero downtime," says Vineet Kumar Chawla, Head of IT, Hindustan Times. The organization's static IT environment, low resource utilization and high complexity were major competitive disadvantages. Faced with these bottlenecks, HT Media started evaluating various technologies to move to a more flexible environment. It saw the answer in Fujitsu's 'futuristic' solution – FlexFrame for SAP.

## Fujitsu Flexframe™ for SAP® sets the lead

FlexFrame for SAP is a highly efficient IT infrastructure that dynamically assigns servers to SAP applications on physical or virtual servers on demand. Virtualization was a nascent technology three years ago, with few implementations in India. The HT Media management, however, had a futuristic vision and was confident about the benefits of the Fujitsu solution – improved uptime and availability, greater flexibility to support future growth and lower total cost of ownership. The media house, therefore, picked FlexFrame for SAP, which is an integrated and pre-tested solution that efficiently manages a complete SAP infrastructure from applications down to the hardware.

»Thanks to Fujitsu’s FlexFrame™ for SAP®, Hindustan Times has a flexible and scalable infrastructure that supports over 4,000 users with 200-300 more being added to every new location.«

Vineet Kumar Chawla, Head of IT, Hindustan Times

**Consistent support with full redundancy**

HT Media today has the Operating System, Database System and the SAP application software located in a centrally-managed NetApp storage system and can be started on any physical and virtual server. The centralized setup also enables seamless upgrades at the media house. The benefits are augmented by Fujitsu’s blade and rack servers that ensure consistent support to business operations with full redundancy, low power consumption and minimum footprint. FlexFrame for SAP has provided HT Media an ideal and reliable environment to run SAP on cost-efficient industry standard servers for high availability and disaster recovery capabilities. The Fujitsu solution has also provided the standardized virtualization layer based on SAP NetWeaver with full integration of SAP Adaptive Computing Controller (ACC) and extends the benefits by the integration of VMware.

**Reduced maintenance**

Says Vineet Kumar Chawla, “Fujitsu’s Dynamic Infrastructure Solution provided us with a futuristic operating environment where change management and upgrades are possible on the fly. After deploying Fujitsu, our system uptime has improved to 100% and application turnaround time has improved dramatically.” HT Media now benefits from lower operational expenses through reduced maintenance and power costs and more efficient utilization of the IT staff. With only one additional server, complete redundancy is ensured at the media

house, thus enabling significant savings on hardware acquisition and upkeep for the firm. The response time of the editorial workflow has also improved significantly.

**Prepared for growth**

Says Vineet Kumar Chawla, “Fujitsu’s offer of virtualization was a futuristic one, considering the technology still remains nascent in India. However, its benefits were clear to us right from the beginning – it offered us a dynamic, future-ready IT infrastructure. It took us just 24 hours after our meeting with the Fujitsu team to place the order.” HT Media has added six printing locations in the last 6-7 months and now has several thousand employees across the country. The centralized IT setup supports its expansion and growth plans by allowing new locations and new users to be added seamlessly while maintaining consistent service quality. Talking about the future roadmap with Fujitsu, Vineet Kumar Chawla says, “The Fujitsu team has demonstrated great passion and commitment from the beginning and the same is reflected in their technology. With FlexFrame for SAP enabling a flexible infrastructure at HT media, we are future-proofed from making further investments in the infrastructure for at least three more years. Thanks to Fujitsu’s FlexFrame for SAP,” he concludes, “Hindustan Times has a flexible and scalable infrastructure that supports over 4,000 users with 200-300 more being added to every new location.”



### The benefit

#### Higher agility

- New applications and physical or virtual server can be made available within minutes
- Easy shifting of applications between servers, no matter whether virtual or physical
- Complex SAP landscapes can be distributed flexibly across the servers according to current requirements

#### Greater efficiency

- SAP services can be started on the best fitting server to optimize utilization
- Central and efficient management of virtual and physical infrastructure, services and applications simplifies operations and reduces costs
- Built-in high availability with application awareness as part of the solution
- Disaster Recovery capability in two site installations without additional processes

#### Better service quality

- Central and automated management throughout the IT infrastructure
- End-to-end high availability and virtualization on the application and hardware level
- Easy switch from virtual to physical servers and vice versa for better traceable error diagnostics

### Products and services

- Solution: FlexFrame™ for SAP®
- Hardware: multiple blade and rack-mounted servers
- Two site disaster recovery (DR) infrastructure setup
- Software: SAP ECC, IS-Media, CRM, BI and Enterprise Portal; Database: Oracle 10g; Operating Systems: Solaris and Novell Linux
- Services: Implementation into HT's existing IT infrastructure by Fujitsu and regular support e.g. via SAP System Inspection Service



#### Contact

Fujitsu Technology Solutions  
Customer Interaction Centre  
Mo. – Fr. 8 am – 6 pm  
E-Mail: [cic@ts.fujitsu.com](mailto:cic@ts.fujitsu.com)  
Telephone: +49 (0) 1805-372 100  
(14 cents/min via German landline,  
max. 42 cents/min via German mobile network)

All rights reserved, including intellectual property rights. Technical data subject to modifications and delivery subject to availability. Any liability that the data and illustrations are complete, actual or correct is excluded. Designations may be trademarks and/or copyrights of the respective manufacturer, the use of which by third parties for their own purposes may infringe the rights of such owner. For further information see:

[ts.fujitsu.com/terms\\_of\\_use.html](http://ts.fujitsu.com/terms_of_use.html)  
Copyright © Fujitsu Technology Solutions GmbH 2011