# FUJITSU

# Case study
# Jiangsu Broadcasting Corporation (JSBC)

Establishing a Comprehensive Solution Platform for JSBC's ICT Environment with Fujitsu's PRIMERGY Servers

## The Customer

Country: the People's Republic of China
Industry: Telecommunications
Founded: 2001
Employees:3400
Website: http://www.jsbc.com

## The Challenge

■ New business applications - JSBC needed an ICT platform that would support a number of new initiatives

■ Compatibility Challenges - The new hardware needed to be compatible with the existing JSBC software and be able to support the horizontal expansion of storage and processing.

■ A Reliable and comprehensive solution - The system would be expected to have powerful support capabilities for multi-functional applications and future system expansion.

## The Solution

■ JSBC selected Fujitsu`s PRIMERGY RX900 rack and PRIMERGY BX900 blade servers, for its ICT infrastructure platform.

■ The strength of Fujitsu PRIMERGY servers, ensured the servers met JSBC`s requirements on compatibility, reliability, and comprehensive solution capability.

## The Customer

Jiangsu Broadcasting Corporation (JSBC) was established in 2001. After a decade of development and growth, it has become one of the most powerful provincial broadcasting media organizations in China. In the 10 years since its establishment, its revenue has increased by nearly 18 times with average annual growth rates of 33.7 percent or more. With 10 billion RMB in revenue and assets (2011), as well as its ongoing growth, JSBC is recognized as a leader in provincial broadcasting in China.

Through continued improvement in its advertising business, JSBC has been able to significantly diversify its offerings including;
■ The production of movies and television
■ The release and screening of movies
■ Performance and entertainment venues
■ Domestic entertainment
■ Online shopping
■ New cloud media services

## The Challenge

Platform to support new business applications
To meet the diversified requirements of its television audience and to maintain its market leading position, JSBC must continue to further improvements to its broadcasting service. In an effort to develop the JSBC business they needed an ICT platform that would support the following initiatives;
■ Upgrade and transform its program backup center
■ Improve the charging system for its interactive platform
■ Application of cloud for its voice platforms
■ Support other business systems for its various levels of subsidiary television stations.

Compatibility challenges
The existing software adopted by JSBC was from Symantec. This therefore, became an important consideration in the selection process for upgrading hardware. It was essential that JSBC`s new server was compatible with the protocols of the original software and able to support expansion of storage and processing.

## The benefit

- Project risk mitigation through Fujitsu`s proven implementation and industry experience at China's Education Television Station.

- The PRIMERGY X86 servers provide an increase in both performance and product quality ensuring a more efficient system.

- The 8-socket rack server provides JSBC the scalability to meet the heavy performance requirements

- The PRIMERGY design concept of dynamic architectures provides JSBC flexibility for integration with hardware, services and solutions.

## Products and services

- Fujitsu PRIMERGY RX900 rack servers

- Fujitsu PRIMERGY BX900 blade servers

Reliable and comprehensive solution
With its vast program resources and platforms, JSBC set an extremely high requirement for the stability, reliability and compatibility of the new infrastructure. The system would be expected to have powerful support capabilities for multi-functional applications.

## The Solution

Following repeated evaluation activities, JSBC selected Fujitsu`s PRIMERGY RX900 rack and PRIMERGY BX900 blade servers, for the core of its ICT infrastructure platform.

The strength of Fujitsu PRIMERGY servers, built over 17 years of development, combines high German design qualities with Japanese manufacturing and quality processes. This ensured the servers met JSBC`s requirements on compatibility, reliability, and comprehensive solution capability.

## The Benefit

Fujitsu provided JSBC with the confidence of an effective and successful implementation partner. Through proven project and industry experience at China's Education Television Station, JSBC was able to minimize risks associated with major changes to ICT infrastructure.

With the right ICT platform in place, JSBC would have the scalability, flexibility and performance they required to operate efficiently. The RX900, 8 socket rack server, provided JSBC the scalability to meet their heavy workload performance requirements. This would also allow for centralizing JSBC`s critical business systems and other consolidation initiatives. Meanwhile, the PRIMERGY design concept of dynamic architectures provides flexibility for integration with hardware, services and solutions. In particular performance assurance for JSBC`s high-density application environment.

## Conclusion

Fujitsu's rich project experience in broadcasting and multi-media systems, including the China Education Television Station project, contributed to JSBC's choice of Fujitsu as its implementation partner. In particular, the high performance PRIMERGY systems that JSBC adopted fully met their requirements; facilitating new business applications, compatibility with the existing software and the reliability of a comprehensive solution.

## About Fujitsu

Fujitsu is a leading provider of ICT-based business solutions for the global marketplace. With approximately 170,000 employees supporting customers in 100 countries, Fujitsu combines a worldwide corps of systems and services experts with highly reliable computing and communications products and advanced microelectronics to deliver added value to customers. Headquartered in Tokyo, Fujitsu Limited (TSE:6702) reported consolidated revenues of 4.5 trillion yen (US$55 billion) for the fiscal year ended March 31, 2011. For more information, please see: www.fujitsu.com

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