

Case Study

DDOR Novi Sad

»Fujitsu presented a concept that not only offered us convincing hardware at an attractive price, but also enabled us to continue using some of our existing infrastructure. That was a key factor in choosing Fujitsu as the partner for the modernization of our data center.«

Vidan Markovic, Executive Director of IT, DDOR Novi Sad



An insurance company with a long tradition

With a population of 350,000, Novi Sad is Serbia's second-largest city and the namesake of the country's second-largest insurance company, which is headquartered there: DDOR Novi Sad. More than 1,000 employees offer a wide range of products – from car to life insurance – through a nationwide network of offices and local branches.

The company's success is illustrated by its leading position in the rankings of insurance companies operating in Serbia. In addition, DDOR Novi Sad can claim a pioneering role in a special respect: in 1990 the company was converted into the first stock corporation in the former Republic of Yugoslavia. The majority stake in DDOR Novi Sad is now held by an Italian company.

A company this successful has a large number of customers – and that means a lot of policies to manage. This task is handled by a data center in Novi Sad, where thousands of policies are processed and archived with the support of 100 different IT applications that run on a wide range of hardware platforms from well-known vendors. But the system was showing its age – reason enough for the IT managers at Novi Sad to subject the technology to a thorough examination and look for ways to optimize it.

The customer

DDOR Novi Sad, Serbia's second-largest insurance company with around 1,000 employees
www.ddor.co.rs



The challenge

Optimization of the central data center and realignment of the infrastructure to handle the company's growing requirements

The solution

Modernization of the existing hardware landscape with PRIMERGY servers and ETERNUS storage systems from Fujitsu

Customer benefits

- Enhanced performance and greater cost-effectiveness at the data center thanks to integration of new technologies, yet investment protection through retention of some of the existing systems
- Reliability based on a highly available, secure and simple infrastructure
- Low-cost operation thanks to cutting-edge technology that offers high energy efficiency
- Expert support for decisions relating to further development of the data center on the basis of vendor-independent consulting

Products and services

- Servers: 10 x PRIMERGY RX300 S6; 2 x PRIMERGY RX600 S5
- Storage: 1 x ETERNUS DX440 with the storage management software ETERNUS SF Storage Cruiser and AdvancedCopy Manager (ACM)
- Switches: 2 x BROCADE 300
- Software: VMware vSphere and Microsoft Exchange, plus industry-specific standard solutions and locally developed customized software
- Database: Microsoft SQL
- Services: Vendor-independent optimization services for the data center

Time to modernize ...

Of the shortlisted bidders, Fujitsu stood out as a trusted advisor. Its project team impressed DDOR Novi Sad with a concept that would protect the investments the company had made in its existing systems and gradually reorient the infrastructure to new demands: to the degree that their age and performance allowed it, old systems could stay in operation, and anywhere a new system made sense, it could be integrated carefully and gently. And Fujitsu's team went even further, presenting ideas and suggestions for vendor-independent optimizations at the data center – a move that strengthened Fujitsu's status as a trusted partner even more.

... and consolidate at the data center

The basic objective at DDOR Novi Sad was to consolidate the data center infrastructure, first at the operating level and second at the level of security. About half the servers are due to be eliminated in the first phase of implementation – true to the motto »less is more«. The tasks previously handled by a large number of systems will be entrusted to fewer but far more powerful servers from Fujitsu. They deliver better resource utilization thanks to virtualization and automation, and offer the added benefit of lower power consumption. That has a positive effect on DDOR Novi Sad's operating costs and also reduces the environmental burden of operating the data center.

The focus: PRIMERGY servers and storage with ETERNUS

PRIMERGY RX300 and PRIMERGY RX600 servers form the technical backbone for consolidation and optimization at the data center. In addition, the ETERNUS DX440 System for storage and archiving will replace two outdated EMC-Systems. They did not fit to the growing demands of the customers production systems anymore, but they will have a new life as test and development systems. Deployment of the ETERNUS DX440 as a central SAN system is the key to establishing a virtualized infrastructure at DDOR Novi Sad, since its reliability and performance are perfectly tuned to the demands of server virtualization. In tandem with the PRIMERGY servers, it ensures that DDOR Novi Sad's business operations keep on running smoothly.

The second stage of modernization is scheduled to get underway at the beginning of 2011 and will focus on the second data center, which DDOR Novi Sad uses to ensure fault tolerance and disaster protection. Once more, the legacy technology will be replaced by new servers and storage systems. And Fujitsu products from the Dynamic Infrastructures portfolio will again take center stage in the optimization, consolidation and virtualization of the landscape. PRIMERGY servers with VMware virtualization and ETERNUS-based storage management will play a critical role here, creating dynamic infrastructures that offer even greater security and availability. With the planned implementation of an ETERNUS CS800, Novi Sad will enjoy maximum protection against data loss, while minimizing backup time windows and slashing recovery times.

Project partner



Contact

Fujitsu Technology Solutions GmbH
Customer Interaction Center
Mon. – Fri.: 8:00 a.m. – 6:00 p.m.
Email: cic@ts.fujitsu.com
Phone: +49 (0) 1805-372 100
(each call 14 ct/min.; the prices for calls made from mobile are max. 42 ct/min.)

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