

## Südwestrundfunk

### Flexible solutions and innovative support services from EMC help a German broadcasting company run its IT infrastructure



Südwestrundfunk (SWR) is one of the leading German public broadcasting corporations. It produces and distributes news, talk, and cultural programming to more than 14 million residents in southwest Germany through a wide variety of media channels including television, radio, and the Internet.

SWR first became an EMC® customer in 1999 after it transitioned its legacy OS/2 fileserver environment to a more scalable NAS infrastructure that would better accommodate its storage needs. In the original configuration, EMC consolidated its file-based servers onto an EMC Celerra® supported by EMC Symmetrix® backend storage arrays. Since then the corporation has incorporated a variety of EMC software and leveraged EMC Global Services to help manage its environment, which has grown to encompass five data centers in three locations: Baden-Baden, Stuttgart, and Mainz.

#### Creating a smaller storage footprint to support future data growth

In 2004 SWR partnered with EMC to upgrade its storage environment and manage the data migration from legacy systems to the new environment. “In our business as a broadcasting company, we have to upgrade our infrastructure every few years to keep pace with content growth,” says Robert Timm, Operations Manager of IT-Infrastructure at SWR.

The EMC team recommended upgrading the Celerra to a CNS-14 and replacing SWR’s older generation Symmetrix arrays with then-current EMC CLARiiON® arrays, which were well suited to support its NAS infrastructure.

Four years later this second generation environment was running out of capacity, so SWR had to develop a strategy and plan for a third major upgrade. “We chose EMC based on the very positive experience and success we had with them on the previous project,” states Timm. “The customer service is also very good. We’ve known some support engineers for years and have developed a great working relationship with them, which really makes a difference when it comes to managing our environment. EMC has been a solid partner.”

In late 2008, EMC initiated a comprehensive plan for the new environment. The recommended design, which combined the latest storage and virtualization technologies from EMC and VMware®, would not only support four additional years of steady data growth, it would also consolidate SWR’s footprint onto fewer arrays, making it easier and more cost effective for the corporation to administer and manage its overall environment.

The data centers in Baden-Baden and Stuttgart had duplicate hardware configurations for reserve machinery capacity, which combined upgraded CLARiiON and Celerra arrays with virtualization technology from VMware. The Mainz location would use the same configuration but would use more cost-effective EMC Celerra and CLARiiON arrays for its storage platforms, with EMC Celerra Replicator™ V2 for replication back to Stuttgart. The team chose EMC MirrorView™, EMC Open Migrator, and host-based mirroring using VMware tools to ensure the data migration would run smoothly. EMC also provided the related installation services required during the migration.

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**Robert Timm, Operations Manager of IT-Infrastructure**

Once the new configuration was finalized, the team faced its biggest challenge: scheduling the migration of the data to the new platforms to minimize disruption. “The migration had to be done with minimal downtime so that our editorial departments wouldn’t be affected,” says Timm. “Each platform had a different availability that we had to accommodate, so the project team met with business owners to make sure the timing of the migration wouldn’t interfere with their day-to-day operations.”

The team then created a detailed implementation plan that accommodated the editorial patterns for each platform. System delivery started in late January and was followed by implementation throughout February, data migration in April, and a go-live date in early May. Since the installation, SWR has seen significant operational improvements in its IT infrastructure.

“EMC’s project management was excellent,” says Timm. “When the delivery started, they sat with our networking colleagues to discuss exactly how to configure the environment. They worked very well with our internal staff. EMC finished the project exactly on schedule, and the flexible infrastructure they designed allows us to partition storage to individual departments as they need it.”

### **Staying in compliance with EMC Certified Data Erasure Services**

To comply with legal regulations and intellectual property rights, SWR uses EMC Certified Data Erasure Services to erase any confidential information stored on its arrays. “We need to do everything we can to make sure that our data cannot be accessed after a replaced disk leaves our company,” explains Timm.

SWR uses EMC’s Single Disk Data Erasure Service to erase individual disk drives that are replaced as part of normal array maintenance activities. When a disk needs to be erased, SWR ships it to its Stuttgart data center where an EMC Global Services engineer (CE) delivers the service utilizing an EMC-owned appliance that has been installed onsite. The information on the disk is unreadable once the service is complete, and the CE delivers an EMC “Certificate of Completion” as well as a report outlining the data erasure results to prove compliance.

### **Innovative support solutions maximize storage investments**

Innovative support solutions from EMC Global Services, such as the call-home feature, help SWR better manage its EMC information infrastructure investment. “EMC’s call-home feature delivers a seamless hardware monitoring and maintenance process, and we just know it works,” says Timm. “A few hours after a system automatically reports an error, we’ll see an EMC customer support representative at our door with the replacement part we need. That’s a great, proactive service in my point of view, and it’s one of the reasons why we continue to do business with EMC.”

By partnering with EMC for storage and support solutions, SWR has improved its internal operations and realized additional savings by deploying internal IT staff on projects that require their full attention.

### **EMC’s secure remote support capabilities**

EMC’s dial-home feature is just one of the many innovative remote support processes available from EMC Global Services. These secure remote support processes bring EMC’s world-class support—with a proactive, preemptive approach to error and issue diagnosis and repair and rapid escalation policies—to our customers’ locations to provide remote monitoring, notification, diagnostics, and repair. Flexible options let customers choose the solution that best meets their business and security needs.

Through a combination of technology, process, and professionals, EMC identifies and acts upon potential issues rapidly, in most cases before our customers’ operations are negatively affected. When an issue does occur, remote support enables EMC to be immediately notified and provides rapid response and resolution of most issues. While over 70 percent of issues are resolved remotely, local field engineers are always standing by to provide onsite service.



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