



SERVER VIRTUALIZATION OPTIMIZES AVAILABILITY, FLEXIBILITY AND RELIABILITY

DETROIT MEDIA PARTNERSHIP

/// CASE STUDY



When Detroit Media Partnership needed to modernize and expand its Web hosting infrastructure to enable new functionality and on-demand services, it turned to trusted partner EDS, an HP company. EDS proposed an innovative server virtualization strategy, which not only increased capacity for Detroit's annual auto show, it also enhanced availability and performance in the long term, while reducing DMP's cost of ownership.

CLIENT PROFILE

www.detroitmedia.com

Detroit Media Partnership manages the business functions of the *Detroit Free Press* and *The Detroit News*. As the largest newspapers in Michigan, with two of the largest Web sites in the market, the *Free Press* and *The News* combine to reach a weekly audience of 2.1 million people.

Industry:

Communications, Media & Entertainment

Business Needs Addressed:

Growth
Innovation
Productivity

DMP needed to upgrade its Web hosting solution to gain greater functionality and on-demand services

Charged with managing the business operations of the *Detroit Free Press* and *The Detroit News*, Detroit Media Partnership (DMP) also delivers the newspapers' ever-growing portfolio of online products, which is now more critical than ever.

To do what it does well, the company relies on EDS to host critical back-office systems. DMP relies on EDS to provide a flexible, scalable hosting solution that can handle sudden spikes in Web traffic, as well as enables DMP to add and remove sites at a moment's notice, both of which are crucial in the dynamic news environment.

EDS stepped in with a proposal to virtualize DMP's server environment, creating on-demand services, an unprecedented level of reliability and availability, as well as a smaller IT footprint.

EDS virtualized 21 servers down to just four, enabling capacity on demand

In just over three months, EDS virtualized 21 physical servers down to four servers and 18 virtual images, freeing valuable data center space and saving 10,000 watts of power. Before, DMP would have to secure additional resources to manage the high-volume peaks caused by planned events and unplanned breaking news. With virtual servers, DMP can quickly allocate resources as needed to maximize asset utilization. That includes the ability to increase capacity by up to 40 virtual machines without increasing the company's IT footprint, thus providing DMP with ample capacity to support planned events, like the annual auto show, as well as unplanned media events.

EDS' seven-year relationship with DMP provided the depth of understanding and experience necessary to take the organization's technical environment to the next level.

DRIVING PERFORMANCE WITH AUTOMATION

At the core of the infrastructure is HP Server Automation, which enables EDS to ensure reliability and optimal availability with little to no downtime.

Services featured

- Backup and Restore Services
- Network Management Services
- Server Management Services
- Storage Management Services
- Web Hosting Services

“Our industry is always evolving, and as we move more digital assets to the Web, we rely on EDS’ expertise to adapt our infrastructure accordingly. Thanks to our new virtualized infrastructure, delivered by EDS, we are equipped to face any challenge or change the future may hold.”

Tim Brower
Director Digital Development
Detroit Media Partnership

As a result, EDS knew exactly what needed to be done to migrate DMP from a physical to virtual infrastructure with minimal impact. EDS planned and performed the upgrade, reconfiguring applications across the server environment without requiring any additional hardware investment or rework on DMP’s side. Server virtualization allows DMP to deploy a virtual server quickly and easily, which means new applications can be deployed faster as well.

EDS also revamped DMP’s storage solution to enable continuous backup of data and applications. That means data can be restored in full and fast. Further, DMP’s new storage area network (SAN) solution allows it to grow and shrink storage capacity as needed.

The entire implementation occurred with minimal impact to DMP’s environment and minimal involvement from the client other than reviewing and approving changes that occurred during regularly scheduled maintenance windows.

Virtualization improved availability, capacity planning and performance

Today, if DMP experiences hardware failure or increased demand from a media event, the company can automatically provision virtual servers to other physical servers in mere minutes. In addition, DMP is now equipped for growth and can create capacity on demand with speed and simplicity. Before, adding three physical servers could take 60-90 days to order, ship and install. Now, DMP can deploy a new virtual server in just days. And with the flexibility to slice its fixed capacity like a pie, DMP can easily allocate server space as needed. Now, DMP simply has to turn a virtual machine on to accommodate unplanned media events.

What’s more, virtual servers cost less to purchase, deploy and decommission than physical servers, reducing DMP’s total cost of ownership by 20 percent a month and enabling the company to reinvest in other value-added activities.

To ensure reliability and availability, EDS provides round-the-clock service assurance for DMP’s Web presence and applications. When growth demands increase capacity, EDS is there to scale DMP’s environment up or down at a moment’s notice. Should an outage occur, EDS assures quick and comprehensive restoration of service, preventing potential disruptions to business.

In the long term, EDS’ virtualization solution reduces DMP’s total cost of ownership, while improving flexibility, efficiency, speed to market and security. Driving this success was the high level of trust and partnership between DMP and EDS, which has created a dynamic climate of continual innovation.

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