



COMPANY:

Business and consumer publisher

INDUSTRY:

Publishing

PLATFORM:

Windows

APPLICATIONS:

Microsoft Exchange, SQL Server, File and Print

CHALLENGES:

Move away from direct-attached storage to a centralised platform for storing data

SOLUTION:

EqualLogic PS300E SAN array provides centralised storage that is easy to manage and responsive to business needs

FUTURE:

Implementing site to site replication for business continuity, along with server virtualisation using VMware

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INK PUBLISHING CENTRALISES STORAGE AND DECREASES MANAGEMENT OVERHEADS WITH EQUALLOGIC

Ink Publishing is an international publishing house that produces magazines for a wide variety of airlines around the world, as well as publishing a number of high-level business periodicals. With over thirty titles, Ink Publishing is responsible for more in-flight magazines than any other publisher in the world. The company has 130 employees across four offices; it is headquartered in the UK with branch offices in the US, Hong Kong and Singapore.

THE CHALLENGE: SUPPORTING COMPANY GROWTH

Due to its rapid expansion, Ink Publishing had to buy a series of servers to host a growing amount of data. As the company continued to win contracts to create titles for more airlines, Colin Dash, IT Manager at Ink Publishing realised that this approach to storage would not be sustainable in the longer term. A new strategy around data management would be required.

Following a review of the firm's existing IT infrastructure, Dash decided that a storage area network (SAN) would be the right technology strategy for the future, due to its ability to centralise storage management. "Previously, we had eight servers within our site and our information was spread across all of these machines," explained Dash. "This was not an effective use of our resources, and it was becoming a real issue to manage our data. By moving to a centralised system, we could store our data more efficiently."

Dash also wanted to improve the company's disaster recovery strategy. "If a server was unavailable for whatever reason, we would not be able to access the data on that machine until the issue was resolved. This could have a serious impact on the company's ability to produce magazines and meet the strict deadlines that we have in place," continued Dash. "Consolidating our storage requirements using a SAN would mean that we could store data more safely, and that it would be easier to restore our systems following a failure."

"Since we installed the EqualLogic SAN, we have not had a single issue to report. The array makes us much more flexible in responding to business needs, and the management software included covers all of our requirements. EqualLogic's array is so simple to work with, and it saves a lot of grief when it comes to managing our storage."

*– IT Manager for Ink Publishing
Colin Dash*

THE SOLUTION: ENTERPRISE-CLASS ISCSI SAN

Having chosen a SAN-based storage strategy, Dash evaluated the market along with partner Infracore and decided that EqualLogic's PS Series storage arrays would be the best fit for the company. "By working with Infracore and doing our own research, we decided that an iSCSI-based SAN system would best fit our requirements as a business" said Dash. "We were looking to host our Exchange, SQL and file data centrally, so performance and reliability were our key concerns. The EqualLogic approach met these needs in one cost-effective package."

Following a successful demonstration, Dash selected a PS300E storage array from EqualLogic that would provide the publishing firm with seven terabytes of raw capacity. Working with Infracore, he rapidly had the system up and running and the company's data migrated over to the SAN. Using the included management tools and features, Dash could easily automate most of the management tasks required on a day-to-day basis. "On top of the ease of set-up, one of the main selling points for us was that all the management software was included within the array – we didn't have to look at additional licensing to get the features that we required, and we will never have to in the future," said Dash.

REDUCING MANAGEMENT OVERHEADS WITH EQUALLOGIC

Dash has now migrated the company's Microsoft Exchange and SQL Server data over to the SAN, as well as using the array to host file and print services. Following the centralisation project, Dash has also been able to decommission two of the existing servers within the current site, saving valuable space and power.

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Using the EqualLogic array has improved Ink Publishing's disaster recovery strategy too: as all the company's critical data is stored centrally, it is much easier to protect this information against issues. "Our SAN-based system means that data is secured against individual disk failure, and it is far easier to restore after any potential problem," explained Dash.

SIMPLIFYING NETWORKED STORAGE

EqualLogic PS Series solutions deliver the benefits of storage consolidation in an intelligent, enterprise-class storage system that is easy to install, manage and grow. Let us show you what simplifying networked storage can mean for your business, visit our web site at www.equallogic.com.



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