

Success Story: JoongAng Ilbo



IBM XIV Storage System delivers newsworthy performance for Korea's JoongAng Ilbo

At a Glance: JoongAng Ilbo's XIV solution



Customer	JoongAng Ilbo, a leading Korean daily newspaper and magazine publisher
Industry	Communications and Media
Environment	HP-UX, Microsoft Windows® 2003, Microsoft Windows Server, CRM, billing, MIS, Groupware, Media portal, Oracle database, Networker
XIV Systems	1
Challenge	To overcome issues related to storage management, load-balancing, and peak time, so as to provide the highest possible quality services to subscribers, sponsors, and employees
Results	<ul style="list-style-type: none">• Sustains high performance regardless of environment changes• Provides an exceptionally easy-to-use interface and simple administration, reducing the IT team workload• Enables highly reliable data service, driving improved customer satisfaction

IBM XIV Storage System

Founded in 1965, JoongAng Ilbo is a leading Korean media publishing company, producing one of Korea's top three dailies, *JoongAng Daily* (circulation two million), and numerous magazines. Through a business alliance with the

International Herald Tribune, JoongAng Ilbo also publishes that paper in Korea, along with an English translation of its daily. JoongAng Ilbo's parent company, JMnet (JoongAng Media Network), is the publisher of *Newsweek Korea* and *Forbes Korea*.

Delivering high-quality data and services

Like most large enterprises, JoongAng Ilbo relies on its IT infrastructure to deliver high-quality data and services to meet its business needs. Needing to upgrade capacity on its existing Hitachi Data Systems (HDS) storage, the JoongAng IT team took the time to investigate new solutions.

"A newspaper organization typically pushes its IT infrastructure to the limits at month-end, quarter-end, and year-end," explains SK Kim, storage manager at JoongAng Ilbo:

"With our previous storage system, we often had poor response times at peak points in the day, and particularly at our most business-critical times."

"Our ability to provide quality services—on time—is critical to the success of our business," says JinSoo Lee, CIO of JoongAng Ilbo, "because it results in higher quality services for our subscribers, our sponsors, and our employees."

IBM XIV: Addressing all needs while saving costs

After evaluating solutions from EMC, HDS and others JoongAng Ilbo chose the IBM XIV® Storage System. They joined forces with IBM Business Partner Haywardtech Corporation—a distributor of XIV storage in Korea known for its storage expertise—for planning, implementation, training and maintenance.

"Originally, we aimed to simply upgrade our existing storage capacity," recalls SK Kim. "Guided by Haywardtech's industry knowledge and understanding of our pains, we came to realize that the IBM XIV Storage System could clear up all of our problems. We understood that the XIV system's unique architecture and other features could deliver the sustained high performance we sought, regardless of the many changes that transpire in the storage environment over time."

JoongAng tested the candidate systems for performance. Recalls JinSoo Lee, "We evaluated SQL queries using the SQLIO performance test tool. The XIV system performed more than two and a half times faster than comparable systems."

"Efficiency is the priority factor when we invest in IT," he adds. "The solution we chose had to be highly reliable, cost-effective, able to integrate with our legacy IT components, and able to flexibly address ad-hoc business requirements. The IBM XIV Storage System has given us all this. IBM XIV's built-in software offering—virtualization, snapshots, management, and so forth—was also a decisive differentiator."



IBM XIV Storage System

Problem-free performance

JoongAng Ilbo replaced its existing storage unit with an XIV storage system. The system is configured in 60 storage volumes to support the company's many enterprise applications, including CRM, billing, MIS, Groupware, Microsoft® Exchange, and media portal applications. JoongAng Ilbo runs an Oracle database on Microsoft Windows Server, while backup and archiving is provided by Networker. The infrastructure supports as many as 3,500 concurrent users.

JoongAng Ilbo conducted a one-month proof of concept before committing to the XIV platform. After just a few hours of instruction, the media publisher's storage team was well equipped to manage and maintain the new system.

"We changed over from our legacy system to XIV in a single day," recalls SK Kim. "We've now been up and running for a year and a half without a single problem. What more can I say?"

Exceptional stability, enhancing customer satisfaction

JoongAng Ilbo has realized numerous IT and, ultimately, business benefits since implementing XIV storage. "With XIV, we are enjoying great improvements in system reliability, batch processing time, and data volumes allocation," reports JinSoo Lee. "We've also removed bottlenecks during peak production, which had long been a thorn in our side. We now have new levels of business efficiency, which translates to improved customer satisfaction."

SK Kim agrees. "We now have consistent performance 24x365, including during financial cut-off periods. Company end users can access the information they need at any time, any day of the year. With IBM XIV, we have an exceptionally stable storage system, even in unforeseen circumstances. When the power went out during building renovations, we didn't lose a single piece of data."

Groundbreaking user experience

Easy storage management, delivered through the simple and intuitive XIV user interface, has enabled the media publisher to reduce administrative overhead significantly. Said SK Kim of the XIV user interface: "Fantastic—it's a groundbreaking tool."



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— JinSoo Lee, CIO, JoongAng Ilbo

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Benefits: Getting more with XIV

XIV System	Business value to JoongAng Ilbo
Stable system with consistently high performance	<ul style="list-style-type: none">• Improved massive data processing time• Greater customer satisfaction
Automated volume distribution and load-balancing	<ul style="list-style-type: none">• No bottlenecks during peak production times
Easy management	<ul style="list-style-type: none">• Significantly reduced storage administration overhead
Highly flexible platform	<ul style="list-style-type: none">• Integrated, assets-protective environment

For more information

Contact your IBM sales representative or IBM Business Partner, or visit: www.ibm.com/systems/storage/disk/xiv/

For more information about JoongAng Ilbo, visit:

joongangdaily.joins.com

For more information about Haywardtech Corporation, visit:

www.haywardtech.com



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