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Martin Gibbons
Commvault

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Bauer Corporate Services

Customer Profile

Bauer Publishing Group, incorporating Bauer Media, Bauer Radio and H Bauer UK, are part of Europe's largest privately owned publishing Group with a turnover of 1.79 billion Euros (in 2007). Offering over 230 magazines in 15 countries, as well as online, TV and radio stations, Bauer publishes well known titles such as FHM, Bella, Take a Break & Grazia. It also operates Magic 105.4—the number one commercial radio station in London—Kiss FM and digital music TV channel The Box.

The Challenge of Corporate Integration

Bauer Media and Bauer Radio joined the Bauer Publishing Group in January 2008 following the acquisition of EMAP plc's consumer and specialist magazines, radio, TV, online and digital businesses. Bauer Corporate Services was then created to support the integration of these divisions and manage potential expansion into new territories. The project was driven from Germany and the UK, with the IT environment relocated to a new single forest domain in Germany. A group-wide Exchange was also implemented to encourage greater collaboration amongst its 6,400 employees and through data centres hosted in other regions.

"A number of years ago all the distributed multi-sites were moved to a single data centre, with storage, NAS and backup all on EMC," explains David Rowlett, Data Storage Team Manager at Bauer Corporate Services. "The EMC EDM had come to the end of its life and Legato NetWorker no longer ticked the boxes for us." Bauer evaluated NetBackup, Backup Exec and eVault, and then a passing meeting at a Microsoft event brought CommVault to his attention. The final decision was then to

be made between CommVault and Symantec. "Upon further investigation, the Symantec offering appeared inflexible and expansion would have proved expensive whilst CommVault was simple and demonstrated value for money," added Rowlett. "We were already six months into the evaluation stage at this point, but after a meeting and just two days to get up to speed on our requirements, CommVault responded with a flexible, scalable, multiple environment solution that ticked every box."

Bauer Corporate Services' integration project supports a highly involved IT infrastructure with SAN attached high speed fibre disk. This environment sits across three NetApp cluster arrays incorporates SQL 2005 moving to 2008, Exchange moving from 2003 to 2007 and a new SAP project. VMware, on 15 physical servers, ensures most of the estate (250+ servers) is virtualised. The file data is stored on an EMC NS80 array and holds all the file data for Bauer Media and H Bauer. As part of the integration project Bauer also recognised the opportunity to push the entire IT infrastructure forward on an international scale bringing data protection (in particular backup and recovery) up the business agenda. "CommVault's philosophy of data movement, rather than data copying, made complete sense to us," Rowlett continued. "The common technology platform approach also gives us the option to view, protect, backup and recover our data."

Protecting Data

As part of the integration programme Bauer transitioned to CommVault® Simpana® software 7. "It took almost two months to reengineer the system as it was highly involved," Rowlett explains. "The limitations of the SATA

drives meant we were maxing them out which was giving us performance issues. CommVault software helped rework the design with the result that performance increased immensely for backup, reducing the backup window from 64 hours to just 8, and saw single instancing reduce by half, doubling disk capacity. In all Bauer will backup 20-25 terabytes of data—2 terabytes each evening and a full backup at the weekend.

Another issue was managing the disk-to-disk target which was ineffective and difficult to predict. Until now the solution has been to throw more disk at the problem. "CommVault just does it," says Rowlett. "We get the report in the morning, 200 backups started, 200 completed. If it finds an error, it just tries again. We now don't check if there are any failures in the night because we just don't have them."

Bauer runs the readiness report everyday at 4 pm, which helps to avoid any issues before the evening backups, otherwise they would only ever find out after a backup fails. "That's of huge value, giving us the opportunity to assess and if necessary suspend a backup first, so there is less fire fighting but data protection is not just about backup as you have to be able to recover," said Rowlett. "This is a crucial point to understand and one that is uniquely

understood by CommVault—backup and recovery are not separate issues. CommVault is tried and tested and we now have 100% confidence that any data we backup we can restore."

As an example, all Bauer's mailboxes were disconnected accidentally rendering the e-mail system dead. Recovery took 40 minutes, and within an hour, to allow for replication, internal e-mail was back up and running, with external e-mail received within two hours. "I don't know any other system that could do this," said Rowlett, "using traditional recovery methods of recovery using one of the Domain Controllers in recovery mode would take half a day at best."

Building a Better Relationship

Bauer wanted to buy into a relationship rather than a product. As a media company in constant change the integration programme was the biggest change it has had to undertake in the last decade, so wanted a relationship that could grow, understand new technology, absorb vast changes and think big.

The success of the integration has been a testament to the support team from CommVault that worked to solve Bauer's issues. CommVault even hired in—at its own cost—a test kit to diagnose problems on the floor. "Never in my career have I seen a company do that," added Rowlett. "When we increased our media agents

and transitioned to Simpana 7, there were pain points, but with direct access to CommVault engineers all issues were resolved quickly and we had patches written especially for us. I can't fault that level of support."

As a result, Bauer Corporate Services has also opted into CommVault's Business Critical Support (BCS) to leverage the full value of a support partnership. A specialised team of Technical Support Engineers (TSE) and an assigned Support Account Manager (SAM) also now know Bauer's environment intimately.

For Bauer, whilst cost wasn't the number one consideration in selecting CommVault, the team had to show value from the total cost of ownership and deliver within budget. Ultimately, it was the licensing structure that would be the key issue. As a result, Bauer chose an enterprise license agreement with CommVault, tailored to its requirements. "For once a company was interested in what we needed rather than what it could sell us," concludes Rowlett. "We wanted flexibility to be able to swap applications or media agents freely, and have done this a lot. Ultimately, because of the licensing structure agreed with CommVault the company fell well into our favour."

