

Case Study

# PoINT Storage Manager Landwirtschaftsverlag Münster



Landwirtschaftsverlag Münster

With the help of the PoINT Storage Manager, the specialist agricultural publisher Landwirtschaftsverlag Münster implemented a multi-tier storage architecture which automatically differentiates between active and inactive data and stores it at a performance level matching its actual usage. Since then, the publisher has been able to use its available capacity much more efficiently and save on the investments it had originally planned in additional storage

devices. The implementation partner for this project was ICSmedia GmbH, which has supported the media firm for many years as an IT service provider. In implementing this new storage solution, Landwirtschaftsverlag Münster has also sown the seeds for the future: if its existing storage capacity should ever prove insufficient, the company will store its data at ICSmedia's data center.

### Challenge

- Managing the constant growth in data volumes with existing infrastructure
- Moving stored data while preserving transparent access

### Solution - PoINT Storage Manager

- Realization of a two-tier HSM architecture based on the PoINT Storage Manager
- Data automatically transferred from NetApp FAS storage systems to NetApp SATA shelf

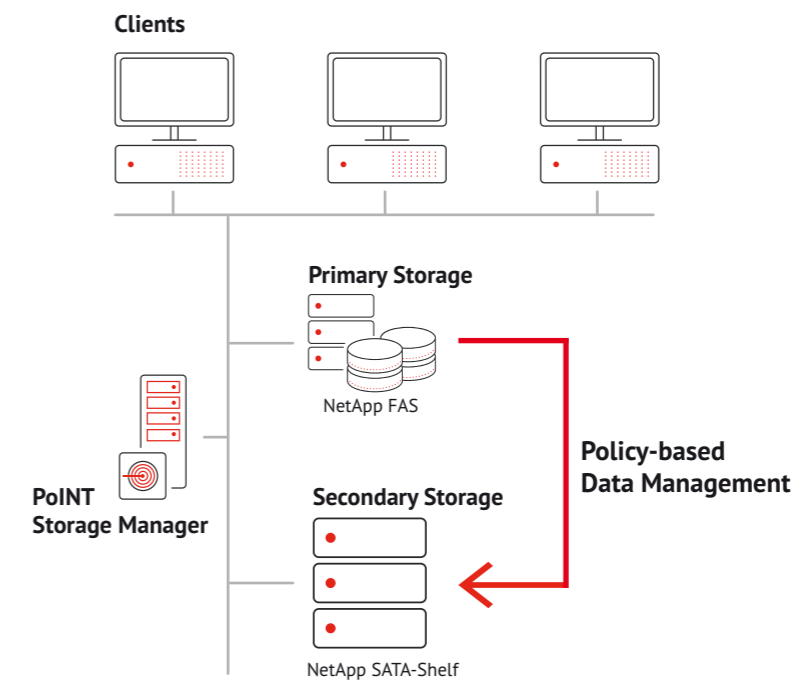
### Benefits for Landwirtschaftsverlag Münster

- More efficient use of primary storage by transferring inactive data elsewhere
- Avoiding further investment in primary storage
- Options for expansion by using additional storage at ICSmedia data center

### About Landwirtschaftsverlag Münster

Landwirtschaftsverlag Münster is one of the 100 largest media companies in Germany, with approximately 600 employees located both in the country and abroad. The firm publishes magazines, books and new media for the agricul-

tural and rural sectors; with a total of 30 specialist and general-interest titles, it is the leading specialist agrarian publisher in Europe.



The amount of data stored on the highly available file server at Landwirtschaftsverlag Münster is approximately 15 terabytes. This had previously all been stored on mirrored NetApp FAS storage systems. The constant rise in data volumes demanded more and more storage space, and increasing primary storage initially seemed like the only option – but an expensive one. As the company looked for an alternative, ICSmedia provided a decisive tip-off: “We recommended that Landwirtschaftsverlag Münster investigate how it was using its existing data. Was all of it really in active use? And did it all actually need to be in primary storage?” said Johann Miske, sales associate at ICSmedia GmbH, explaining the process.

That got everyone's attention. Over the course of a three-month test phase, the solution was very carefully put under the microscope. “We used the PoINT Storage Manager to realize a range of scenarios in which our data was distributed across the storage architecture,” said Thorsten Schmidt, vice-head of IT at Landwirtschaftsverlag Münster, adding, “Data was automatically transferred and remained transparently accessible at all times.”

Subsequently, following the successful test phase, the data and storage management software was given the go-ahead. Since then, the agricultural publisher has been able to use its existing capacity much more efficiently, and the originally planned investment in additional primary storage was no longer needed.

Inactive data is transferred to the downstream storage level on a conditional basis: the management software has been instructed to automatically move data older than three months from primary to secondary storage.

Additionally, in implementing this new storage solution, the publisher has also sown the seeds for the future: if the existing storage capacity should ever prove insufficient, the company will archive its data at ICSmedia's data center.

“Adopting the PoINT Storage Manager cost us significantly less in the long run than purchasing additional mirrored primary storage,” said Thorsten Schmidt, summing up.

In fact, the analysis revealed that it was not necessary to use only primary storage. “With the PoINT Storage Manager we were therefore able to offer a suitable solution which enables the conditional transfer of inactive data to a capacity-oriented NetApp SATA shelf (secondary storage) without changing data access rules for company employees. This meant that the existing storage systems could be used much more efficiently,” explained Miske.

## About ICSmedia GmbH

ICSmedia GmbH, a member of the DTS Group, is an established IT service provider focusing on the fields of data centers, security and technology. The company maintains three of its own data centers in Germany and has many years of technical know-how as well as extensive expertise in security.

## About PoINT

PoINT Software & Systems GmbH is specialized in the development of software products and system solutions for storage and management of data using all available mass storage technologies like hard disk, magnetic tape, optical media, object store and cloud storage. PoINT works jointly together with leading hardware manufacturers. Thus PoINT can offer an early support of innovative storage technologies. Besides these complete solutions PoINT also offers its know-how as toolkits, which can be easily integrated in other applications by the programming interface.

High flexibility, observance of the workflow and policy-based data management allow an efficient usage of hardware and thus help to reduce costs and problems caused by data growth.

**Additional information and a trial version of the software are available at [www.point.de](http://www.point.de).**