



CASE STUDY: Reader's Digest



ABOUT READER'S DIGEST

As a global leader in publishing and direct marketing, Reader's Digest Association, Inc. (NYSE: RDA, RDB) creates and delivers products that inform, enrich, entertain and inspire people of all ages and cultures. The Company's flagship magazine, *Reader's Digest*, is published in 48 editions and 19 languages and is sold in more than 60 countries. Additional product lines of the company span books, reading series, videos and music selections. Being a pioneer in the publishing industry, *Reader's Digest* is constantly searching for new technological advances in all business areas that enables them to meet and surpass their goals and objectives.

Challenges

- Manually creating reports
- No trending analysis
- Compounding data growth
- Reduced backup window
- Complicated schedules
- Small support staff

Results

- Quickly and easily monitor an enterprise backup environment

SITUATION / INFRASTRUCTURE

The Headquarter Data Center is the prime data repository and application host for all of *Reader's Digest's* global businesses. Its heterogeneous environment contains over 100 Intel and Unix servers, manages over 8TB of data, and averages annual growth rates ranging between 20%-30% for both data and servers. Both the Unix and Intel divisions run VERITAS Netbackup as their data protection solution.

THE PROBLEM

Global Network Services (GNS) within *Reader's Digest* IT is tasked with providing all services for the Intel platform globally, including workstations, servers, network, storage, backup, and specialized application support. With less than 30 people on staff, the responsibility of supporting 60 offices and over 4000 employees is time consuming and arduous. Over-running backup windows, adding new clients to complicated schedules, and load balancing backup jobs between days and drives were the immediate outstanding problems. Additionally, GNS was forced to work with incessantly growing data files, reduced staffing and a reduced global backup window all of which further compounded matters. GNS needed a tool that could help them manage their storage environment and turned to their tape library provider who recommended Bocada Enterprise.

RESULTS ACHIEVED

After an exhaustive trial period with Bocada Enterprise, GNS experienced instant improvements in managing their enterprise backup environment. "Within six months of deployment, we maximized our tape backup capacity and shrunk our daily backup window by over 30%, while absorbing over 300GB of data growth," said Adam Ladd, Senior System Administrator, *Reader's Digest*. This large efficiency gain allowed Reader's Digest to delay previously planned new hardware purchases of two new DLT drives and more tape slots, for at least eight months. The initial expectation was to "clean house" in preparation for new equipment as well as rapidly expand the backup infrastructure. Instead, Bocada Enterprise far exceeded expectations by:

1. Revealing inefficiencies and waste in their existing infrastructure
2. Solving their problems without major expenditures
3. Eliminating the tedious task of manually creating reports
4. Allowing accurate trending analysis for the first time
5. Revealing inefficiencies and waste in their existing infrastructure
6. Significantly reducing future storage hardware purchases

BOTTOM LINE RESULT

A substantial increase in their ROI. A manually created Gantt chart for a 24-hour period took approximately two hours to create. With Enterprise, it took about one second. "The ability to quickly and easily monitor their backup environment was key to our success," said Ladd.

"In terms of administrative costs, a daily report that previously took two hours to create manually now takes about one second with Bocada Enterprise."

Adam Ladd
Senior System Administrator
Reader's Digest