



CASE STUDY

Spiegel Verlag deploys Spectra solution to support news publication serving 14 million people weekly

“Our digital assets are only critical for a few days, so an active archive storage strategy gives us the best balance between accessibility and cost for the long term. BlackPearl NAS satisfies our needs at a low cost per gigabyte, and can expand incrementally as our content grows and scale to adapt to business changes.”

Markus Blesgen, IT operations, Spiegel Verlag



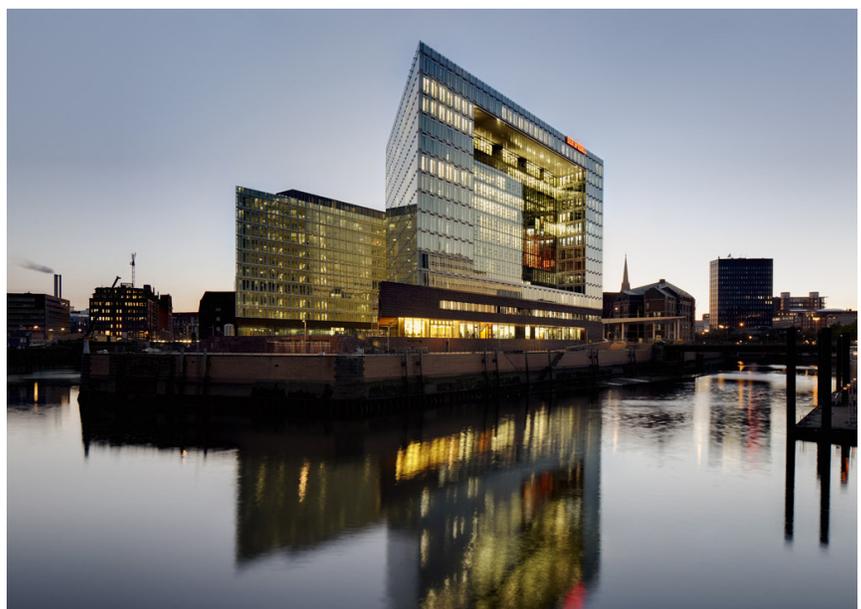
Spectra BlackPearl NAS

SPIEGEL GRUPPE

Spiegel Verlag (Mirror Publishing) is a German publishing group known for its leading weekly news magazine, Der Spiegel. Founded in 1947, the magazine is recognized for its investigative journalism and independent reporting. Der Spiegel is not only the most cited German medium, but with a weekly circulation of 84,000 copies, it is also the largest publication in Europe of its kind. Other leading brands under the Spiegel Verlag umbrella include the Spiegel Online, the leading medium in the German-speaking Internet, Spiegel TV with its strong position in the TV market, and the manager magazin, a monthly business magazine for decision makers and executives in Germany.

The Challenge

Week after week, more than 14 million people choose to engage with the content developed by the Spiegel group. Because their flagship publication, Der Spiegel, is published on a weekly basis, digital assets are only critical for a few days. The group wanted to implement an active archive strategy to protect videos and editorial content by creating a third copy of their digital assets in a user-accessible storage repository. An active archive intelligently monitors and migrates data across multiple storage devices, reduces recall time of an archive file and monitors the integrity of digital assets to eliminate the risk of loss from bit rot, corruption, failed technology or bad media. This strategy provides virtually limitless storage capacities in a much smaller footprint and cost per gigabyte.



Spiegel Verlag's headquarters in Hamburg's HafenCity. Copyright DER SPIEGEL / Noshe.

CASE STUDY: Spiegel Verlag

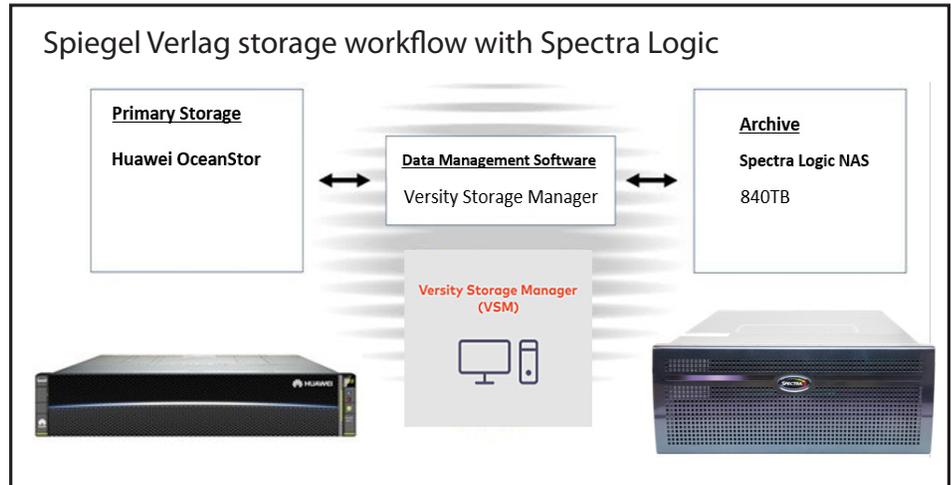
Spiegel Verlag realized that a cloud solution was unsustainable for their organization because of the cloud pricing model. They then began a search for a new, affordable system that offered capacity, scalability and accessibility at a low cost per gigabyte. Spiegel Verlag also required a technology partner that could offer solution support in German in addition to meeting their budgetary constraints.

The Solution

With the guidance and the management of system integrator itiso, Spiegel Verlag implemented a Spectra BlackPearl® NAS Solution with Versity Storage Manager. Versity's software moves videos and editorial content into the BlackPearl NAS, effectively extending the user's file system. The BlackPearl NAS can scale incrementally in capacity and performance to accommodate growing content and changing access requirements. The Spectra solution currently protects 550TB and will easily satisfy their expected growth rate. Furthermore, the BlackPearl NAS provides the capability of scaling into an object storage platform, should Spiegel Verlag need to expand the number of storage targets it needs as business requirements evolve. The new structure will protect all of the media assets they previously stored on the cloud.

Another important aspect of the solution was support. Spectra's SpectraGuard support is touted as unmatched in its responsiveness, with deployment of tape libraries, and processing, diagnostics and escalations of support issues all over the world exclusively handled by Spectra's in-house support specialists. Moreover, Spectra's worldwide sales team unites with local resellers to customize solutions, offering IT and data storage expertise, and acting as true customer advocates in the field to resolve any issues. However, Spiegel Verlag's storage environment required local language support. Spectra's partnership with StorTrec, a Germany-based support partner, helped seal the deal,

Spiegel Verlag storage workflow with Spectra Logic



enabling Spectra to uphold the high-quality service standards that make its worldwide support offering a true customer advantage.

Environment Snapshot

- Spectra BlackPearl 4U NAS with one expansion node
- Seventy 12TB SATA Disk Drives
- 840TB total capacity
- Versity Storage Manager

Why Spectra?

- User accessibility and performance
- Active archive
- Affordability
- Channel partnerships

Solution Recap

Spectra BlackPearl NAS – Designed as the optimal disk platform for the storage of mid-tier data, including primary storage offload, data staging, backup and archiving, the Spectra BlackPearl Network Attached Storage (NAS) costs as little as pennies per gigabyte. Scaling capacity, performance and platform, the BlackPearl NAS allows users to easily and affordably manage large files while planning for the future. The expandable solution provides

raw storage capacities from 44TB to 15.97PB. Designed for a variety of workloads, a single BlackPearl NAS can support multiple drives, including 4TB, 8TB, 12TB and 16TB enterprise disk drives. Reliable, economical and archive-ready, Spectra BlackPearl NAS simplifies the data storage process and accommodates future data growth.

Partner Profile:



itiso GmbH is an information technology and services company based out of Hamburg, Germany. Working with partners like Spectra Logic, itiso consultants and system architects integrate tailor-made IT architectures and individual solutions with the purpose of supporting and assisting companies in the development and implementation of data management solutions that optimally reflect their specific business processes and future requirements.