

RepliWeb Deployment Suite

- Case Study Series -

Deployment of Media Content



RDS Benefits

- Robust Scheduling
- Scalability
- Detailed Reporting
- Error Notification
- Stateless - Production Friendly

Network Environment and Applications

- Sun Solaris
- Apache

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The Asahi Shimbun Company is a multi-national media publishing company. The Company owns Japan's #2 newspaper with nearly 8.5 million daily readers, and is the largest shareholder of Asahi National Broadcasting (TV Asahi). Additionally, the company publishes books, magazines and provides media content to internet news sites and cellular phone services.

The Challenge: Frequent deployment of content to rapidly expanding network of production servers

Information is business for the Asahi Shimbun Company. Its rapidly growing base of business and consumer customers demand timely and accurate information, for without it, their daily lives and critical business decisions can often be put on hold. The content under management is dynamic, requiring frequent updates and the deletion of expired content.

One of its fastest growing market segments is the delivery of regionalized content to cellular phone subscribers. The rapid growth in this market is driving the expansion of the Asahi Shimbun's network and server infrastructure. With an increasing number of servers under management and content deployment expanding Asahi Shimbun's IT Team needed a robust, easy-to-manage content deployment solution. *"The rapid growth in Cellular Phone Subscribers is accelerating the number of servers that content was being deployed to. As the number of servers grew, the burden on our IT department increased,"* said Mr. Hiroshi Yokoyama, Manager, Electronic Media & Broadcasting Division for Asahi Shimbun. *"We needed a solution that managed rapidly growing volumes of data and could easily grow with us."*

Implementing the RepliWeb Deployment Suite (RDS)

Asahi Shimbun spent months searching for a commercial replication solution that was compatible with Sun Solaris. Additional key criteria included: replication status monitoring, reporting functions that tied into existing business systems, functionality and cost. *"The RDS was the only product that provides the features we needed at a cost we could afford,"* commented Mr. Toshiya Koinuma, Deputy Manager, Electronic Media & Broadcasting Division of the Asahi Shimbun Company.

After an extensive two-month-long evaluation, RDS was deployed. RDS pulls content from Asahi Shimbun's publishing systems and pushes the content out to ten production web servers. Deployment and synchronization jobs are scheduled for one-minute intervals. RDS seamlessly keeps production servers updated, deletes the old content and provides management with detailed reporting.

About RDS

The RepliWeb Deployment Suite is an enterprise-proven, highly scalable solution for the automated deployment and synchronization of critical data and content from design and publishing environments to production environments. RDS offloads human resource intense deployment procedures into automated, scheduled processes. RDS minimizes network traffic, transfers only the deltas between each successive job, and auto recovers from network outages and latency. RDS is highly adaptive, allowing enterprises to leverage existing IT infrastructure and provides a gateway for the integration of heterogeneous operating systems.