



"Implementing VMware virtualization has enabled us to meet our business objectives of aggressive growth and modernization with the added benefits of improved service delivery at considerably lower cost than we originally anticipated."

— Vineet Kumar Chawla,
Head, IT
HT Media Ltd

KEY HIGHLIGHTS

Challenge

Consolidate and modernize an ageing, distributed IT architecture to eliminate performance and availability bottlenecks while improving manageability and flexibility and lowering costs.

Solution

Deploying VMware virtualization as part of a broader IT refresh has cut millions of dollars from capital and operating expenditure while delivering a flexible, highly available infrastructure backed by robust disaster recovery.

VMware at Work

VMware Infrastructure, featuring:

- VMware ESX
- vMotion
- Distributed Resource Scheduler (DRS)
- High Availability (HA)
- VMware vCenter Server

Deployment environment

- ESX 3.5 on Sun Blade x6250 servers with quad-core 2.33GHz Intel Xeon E5210 processors and 64GB RAM
- Sun StorageTek 2540 array
- Guest operating systems: Microsoft Windows Server 2003, Sun Solaris 10 and Red Hat Enterprise Linux
- Virtualized production applications: Content management system, MySQL database, Microsoft Office, SAP ERP system, Sun Secure Global Desktop

HT Media Ltd

Founded in 1924, HT Media has grown into one of India's largest media companies with its flagship publications, the Hindustan Times and Hindustan, circulating a combined 2.25 million copies per day and reaching 14.49 million readers. The organization operates 27 printing facilities across India with an installed capacity of 1.5 million copies per hour and in FY07 recorded annual revenues of US\$245 million.

In 2008, HT Media embarked on a program to reduce its supply chain costs by adding another five presses and moving its 17 existing presses closer to distribution hubs. The organization also needed to upgrade an ageing IT architecture spread across 25 datacenter locations that was compromising performance and availability. In addition, its limited disaster recovery capability threatened business continuity.

HT Media faced the expense of upgrading its existing IT infrastructure, as well as provisioning several new locations, as the new plan proposed that all datacenters operate 24 hours a day. The cost of recruiting and training new IT staff strained the budget even further.

VMware® Partner Progression Infonet Pvt. Ltd proposed server consolidation and virtualization to enable HT Media to meet its business goals at considerably lower cost. Following testing, HT Media engaged Progression to install a new infrastructure. Based on VMware server virtualization, HT Media has consolidated its locations to seven and is running 90 virtual machines on just 15 physical servers. These servers host critical content management software that saves all images and data gathered by journalists to deliver the news.

Results

- Saved US\$4 million in capital expenditure by reducing number of datacenter locations from 25 to seven
- Reduced power and cooling costs by more than 60%
- Increased CPU utilization by 25-30%
- Achieved a server consolidation ratio of 6:1



CUSTOMER SNAPSHOT

VMware, Inc. 3401 Hillview Avenue Palo Alto CA 94304 USA Tel 877-486-9273 Fax 650-427-5001 www.vmware.com

Copyright © 2010 VMware, Inc. All rights reserved. This product is protected by U.S. and international copyright and intellectual property laws. VMware products are covered by one or more patents listed at <http://www.vmware.com/go/patents>. VMware is a registered trademark or trademark of VMware, Inc. in the United States and/or other jurisdictions. All other marks and names mentioned herein may be trademarks of their respective companies. Item No: 1004_HT Media_India_English