

Data Centre and Storage Upgrades Help Facilitate Automated Workflows

FlexITy Solution Architects worked with RR Donnelley to develop new IT solutions and implement best-of-breed data centre technologies to support their growing business.

EXECUTIVE SUMMARY

RR Donnelley

- Leading North American printed document provider
- Mississauga, Ontario and Montreal, Quebec

BUSINESS CHALLENGE

- Mixed computing environment, which included IBM mainframe, Solaris, Linux, Windows and VMware
- Aging SAN storage infrastructure
- More scalability and agility required, as the customer needed room to grow to support their new business ventures

PARTNER SOLUTIONS

- Hitachi Data Systems USP-VM with an AMS200
- Cisco network switches and routers
- Blade servers
- HDS SAN storage
- APC rack solutions

BUSINESS RESULTS

- Added scalability to make it easier for RR Donnelley to grow their business
- Virtualization enabled them to more effectively migrate from legacy solutions to new storage subsystems
- Flexible data centre infrastructure facilitated more cost-effective growth

Business Challenge

RR Donnelley is one of the largest integrated communications and printed document providers in North America, providing end-to-end solutions that make partner supply chain operations more efficient while also streamlining paper-based initiatives. For example, the company provides high speed, full colour printing services for various industry verticals including banking, finance, insurance and retail.

One key way in which RR Donnelley differentiates itself from the competition is by offering fully automated print solutions. Their service can do everything from sheet cutting and collating to envelope stuffing without involving manual intervention. In order to make this happen, however, RR Donnelley needs its IT infrastructure to conduct and track key workflows such as print jobs, real-time customer service reporting and billing.

To handle this workload and to help make sure the needs of its 60,000 global customers are adequately met, RR Donnelley relies on two data centre facilities in eastern Canada, located in Montreal and Mississauga, Ontario.

“Although print solutions form the foundation of our business offerings, this part of our business model is wholly reliant upon our IT network to function properly,” said RR Donnelley’s Glenn Heydens. “Without a streamlined data centre infrastructure in place to facilitate these efforts, there is no way we could have continued to establish ourselves as one of the top print solution providers in Canada. Plus, as we branch out to offer other digital solutions such as supply chain optimization services, this foundation becomes even more crucial to our continued success.”

Partner Solutions

FlexITy has been engaged with RR Donnelley for more than five years to help the print document provider optimize its data centre facilities. In that time, FlexITy has assisted in the installation of



everything from Cisco network switches and routers, Blade servers to APC rack solutions and HDS SAN storage.

RR Donnelley first turned to FlexITy based on their experience with Veritas Foundation Suite and Cluster Services, especially in regard to Hitachi Data Systems (HDS) storage solutions. Before contracting FlexITy RR Donnelley relied on a diversified IT architecture that included Solaris, Windows, Linux and VMware technology. One of the key issues RR Donnelley faced was having a data storage system that was able to work with all of the different software and hardware within the total IT environment, especially their IBM mainframe.

In late 2008, FlexITy implemented an HDS USP-VM with an AMS200. It was first put into place with 10 terabytes of storage space, although that amount is scaled annually as RR Donnelley's storage demands rise. While this storage solution was first selected due to its compatibility with the IBM mainframe, the HDS USP-VM with an AMS200 has remained useful even after the mainframe was decommissioned.

Considering the diversified IT environment that RR Donnelley maintains, the HDS USP-VM with an AMS200 is an ideal solution since its unified architecture, flash acceleration and automated data tiering features ensures that it can work well with a variety of different hardware components and programs.

"The situation FlexITy encountered with RR Donnelley is a growing trend in many mid-size companies today with complex and multi-vendor IT environments. These companies struggle to meet their business demands around performance, availability, data mobility and to manage multiple management tools." said Marcel Escorcio, Regional Vice President and GM at HDS Canada.

"The Hitachi Unified Storage Solutions are built to simplify management in a single pane of glass. Our virtualization capabilities enable consolidation of the multi-vendor storage environment addressing their business needs.

After implementation, our solution has increased their total storage utilization rate allowing them to maximize the ROI on IT assets while lowering their total cost of ownership."

Business Results

After FlexITy implemented the HDS USP-VM with an AMS200, RR Donnelley was able to realize many key benefits that have helped them grow their business since 2008. For one, since the technology includes virtualization features, the printed document provider can more effectively migrate data from legacy solutions to new storage subsystems. This helps RR

Donnelley use fewer hardware components to provide the same high-level quality of service to customers.

Furthermore, the added scalability afforded by the HDS USP-VM allows RR Donnelley to more easily expand operations without worrying about extra overhead costs. Instead of obtaining completely new equipment, the company can virtually provision workloads to ensure that the hardware in place is being used most effectively.

Thanks to this implementation - in addition to FlexITy's assistance building out their Montreal data centre in 2001 and current efforts to rebuild the Mississauga location - RR Donnelley is able to keep providing high-quality digital and paper-based solutions to its clients for at least the next five to seven years.

"The implementation we did - and continue to do - with RR Donnelley is a perfect example of how we collaborate with some of the largest enterprises in Canada to make sure their IT infrastructure design is primed for future success," said FlexITy President and CEO Peter Stavropoulos. "

Although most data centre considerations go toward issues related to servers and racks, the enterprise storage component is a key variable that can make or break a business initiative.

By making sure that the system FlexITy installed is capable of handling ever-growing data storage concerns amidst a diversified IT ecosystem, we can be sure that our efforts will keep RR Donnelley running smoothly and effectively for many years to come."