

MORE STORAGE FOR DIGITAL PHOTOS

Photographic company gains storage for 40 million digital images



Fujicolor, based in Germany, had storage systems that had reached the upper limits of their performance levels – due to the inexorable growth in the number of digital photos Fujicolor's customers were taking. That is why the photo developer now uses eight new storage systems bought from Dell™ partner EMC.

SOLUTION

- DATA CONSOLIDATION & MANAGEMENT

FUJICOLOR
Central Europe Photofinishing
FUJIFILM

CUSTOMER PROFILE

COMPANY: Fujicolor

INDUSTRY: Digital photo printing

COUNTRY: Germany

FOUNDED: 1997

EMPLOYEES: 950

WEBSITE: www.fujicolor.de

CHALLENGE

The German division of Fujicolor stores its customers' digital photos in six photo labs across the country. Because of the rise in picture volume, the company needed to obtain more capacity so that it could achieve higher performance.

SOLUTION

Fujicolor disposed of the existing storage systems it had, partly because it made little sense just to expand them. Fujicolor opted for eight EMC Celerra NS80 Storage Arrays from Dell.

BENEFITS

- Sufficient storage capacity
- Higher performance
- High scalability

DELL

The popularity of analogue cameras is on the wane. By 2006, according to the industry's trade association, Bitkom, 43.4 million Germans – in other words almost 60 per cent of the population – owned a digital camera. "Digital

photography is where it's at," says Robert Lux, IT Head, Fujicolor, which operates six major photographic labs across the country – in Munich, Rostock, Hanover, Bonn, Willich and Gera. In 2008, more than 70 per cent of photos in Germany will be saved on digital data devices. Of the 30 billion or so pictures a year that Germans have printed, 21 billion are digital.

23 million Germans use photo facility houses to have their digital pictures developed professionally. One of these is Fujicolor. Customers can send their pictures to the company in various ways: via Webshop; on media such as CDs and memory cards, which are handed in at the dealer's premises (specialist electronics outlets, pharmacies, and so on); or by direct transfer using kiosk systems set up in those premises.

SUFFICIENT MEMORY FOR CUSTOMERS' DIGITAL PHOTOS

Digital photos are forwarded to the Fujicolor labs via the network. The key issue here is to have enough memory and storage capacity at the labs and the company had to expand this at the beginning of 2007.



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Robert Lux, IT Head, Fujicolor

“Our existing storage systems had reached peak performance and just expanding them didn't make any sense,” says Fujicolor Network Manager, Manfred Angerer. Fujicolor wanted to make things as simple as possible for itself when switching to new machines, which is why the photofinisher decided to stay with the same manufacturer.

Previously, Fujicolor used a Dell | EMC CX300 as its storage system in all its labs. This provided 3.5TB storage. “As part of the storage expansion programme, we opted for the EMC2 NS80,” says Angerer. Fujicolor purchased a total of eight EMC2 NS80 from Dell partner EMC. Dell is the preferred partner in the Client-Server area.

IT Head Lux says: “With Dell we get everything from just one source and have a really solid partner for all our needs – that's why we also got the storage systems from Dell and, at the end of the day, Dell is a certified EMC Partner.”

With the new SANs, Fujicolor now has more than adequate storage. Together, the systems offer 80TB of capacity – 52TB more than the previous machines – and therefore enough space for 40 million pictures (at 2MB per picture). Data is saved chronologically which means that, as soon as the photos have been developed and enough time for any complaints has lapsed, Fujicolor deletes the data in order to free up space for new orders. In this way, the NS80 provides a “rolling system”.

Photos go from the storage systems to the most appropriate printers via a specially configured system. Standard formats, for instance, are printed on high-resolution machines, whilst posters are produced on special poster printers.

HOW IT WORKS

HARDWARE

- Dell™ PowerEdge™ 1850, 1950, 2600, 2800, 2850 and 4600 servers
- EMC Celerra NS80 Storage Arrays
- Dell Latitude™ D600, D610, D620, D630 and D820 notebooks
- Dell OptiPlex™ GX260 and 755 desktops
- Dell™ Precision™ 450 and 470 workstations

SOFTWARE

- Windows Server® 2000
- Windows Server 2003
- Windows XP
- Microsoft® SQL Server® 2005
- Microsoft Office System
- Cubeware
- CentOS
- VMware® ESX server software

SERVICES

- Gold Enterprise Support
- Infrastructure Consulting Services (ICS)

EXCELLENT PERFORMANCE WITH ROOM FOR GROWTH

The new systems do not just offer higher storage capacity. They also have a higher I/O throughput. Up to now, on average, the NS80s have only been using a third of their potential capacity. "At peak times, they might use between 60 and 70 per cent," says Network Manager Angerer. The systems, they have replaced were constantly working flat out, but now Fujicolor has spare capacity that it can use to meet increased demands. Angerer says: "This scalability was an important factor in our decision." He estimates that Fujicolor will have enough storage capacity for the next three years.

DELL AS A PRIMARY SUPPLIER

For Fujicolor, Dell is not just a storage supplier. "Our IT infrastructure is 98 per cent Dell," Lux says. Old clients and servers are successively

replaced by Dell products. Fujicolor uses 400 Dell OptiPlex™ Desktops and 95 Dell Latitude™ Notebooks. The company also uses 60 Dell™ Precision™ Workstations for digital production. 50 PowerEdge™ servers are also used in the administration and production departments, and as DMZ systems. Lux and Angerer are also very satisfied with the service they get from Dell. "We use Gold Enterprise Support, which means that back-up services are always very easy to get hold of. Dell reacts to issues quickly and very professionally".

For other case studies please visit
www.dell.com/casestudies/emea or
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