

TUNING IN TO BETTER SERVICE

Dell storage solutions let NDTV India manage data growth with minimal IT staff and broadcast without unexpected technical difficulties

New Delhi Television Limited (NDTV) is India's first and largest private producer of news, current affairs, and entertainment television. With 23 offices and studios, NDTV runs a modern news and production operation that employs some of the country's best reporters, anchors, and producers. The company broadcasts a variety of 24-hour programming, including NDTV 24X7, its flagship, market-leading English news channel; NDTV India, a Hindi news channel; and a business channel, NDTV Profit. Plus, NDTV has partnered with Astro, a leading Southeast Asia media group, to create NDTV's first channel outside India—Astro Awani—featuring news, entertainment, and lifestyle programs.

AN IT PICTURE THAT IS OUT OF FOCUS

Behind the cameras, the core of the IT environment is an electronic newsroom production system requiring storage for files, databases, and e-mails, which supports 2,200 users with over 1,000 workstations. NDTV's previous configuration used servers on disparate, local disk arrays—or direct attached storage (DAS)—that were not expandable. NDTV was at a disadvantage because it could not scale or easily back up and protect the data on the decentralized arrays. NDTV needed a two-part solution that consolidated the storage for all of the servers in one protected pool—and that could be backed up and managed by a single IT staffer. The company also realized that a central storage area network (SAN) would also dramatically decrease the complexity and cost of maintaining adequate storage capacity and data protection for over a dozen servers. NDTV evaluated different storage systems, but when the company read a Dell EqualLogic newsletter that stated how easy it is to manage a Dell EqualLogic PS Series SAN, NDTV immediately wanted to test

it. After a successful trial, it quickly decided on the Dell EqualLogic SAN for storage and as a basis for future disaster recovery plans.

DELL BRINGS CLARITY AND SIMPLICITY

NDTV deployed a Dell EqualLogic PS Series 5000E on a Microsoft® Windows Server® platform with 3.5 terabytes of storage, providing a cost-effective, flexible alternative to the previous DAS environment. The Dell EqualLogic SAN consolidates storage for most of NDTV's servers onto a centralized, highly redundant platform—and its increased performance and reliability enables NDTV's IT department to run the whole environment without a lot of complexity. "Dell EqualLogic makes it possible for one person from IT to manage a SAN and easily install new servers, while allowing me more time to do other tasks," says K. Y. Iyer, NDTV's head of IT. "In addition, it is extremely simple to install and manage."

COUNTRY: India

INDUSTRY: Broadcast media

FOUNDED: 1988

NUMBER OF EMPLOYEES : 1,000

WEB ADDRESS: www.ndtv.com

CHALLENGE

- With a one-person IT staff and massive data growth, NDTV wanted to consolidate, store, and protect the data that supports a complex television operation without disrupting broadcasts to millions of customers.

SOLUTION

- The Dell EqualLogic™ PS Series storage area network (SAN) deployment offered adequate storage capacity as well as ease of manageability, decreased complexity, and disaster recovery protection.

BENEFITS

Get IT Faster

- Dell EqualLogic PS Series SAN lets NDTV consolidate storage on a dozen servers onto a centralized, highly redundant platform

Run IT Better

- Increased performance and reliability enables a single IT person to run the whole environment without complexity

Grow IT Smarter

- Nondisruptive scalability helps ensure that NDTV's data on the SAN and at the backup site is always current
- Storage management features provide capabilities for future implementations



“THE INTELLIGENT AUTOMATION AND INTUITIVE OPERATION OF THE PS SERIES CAN LITERALLY PREVENT OUR TEAM FROM BEING HERE UNTIL MIDNIGHT MAINTAINING SERVERS.”

K. Y. Iyer, head of IT, NDTV

HOW IT WORKS

HARDWARE

- Dell EqualLogic™ PS Series 5000E storage area network (SAN)

SOFTWARE

- Microsoft® Exchange
- Microsoft SQL Server®

DELL PERFORMANCE GETS GOOD RATINGS

Since NDTV deployed the Dell EqualLogic storage solution, the company has seen more consistent, reliable performance. The sophistication of the Dell EqualLogic PS Series storage management feature provides capabilities for future implementations. According to Iyer, “The highly modular structure of the Dell EqualLogic PS Series SAN ensures that we can execute nondisruptive linear scaling that meets our requirements.” And as NDTV’s IT infrastructure continues to develop, the company plans to expand its storage capacity and back up all IT data to the primary data center. The PS Series includes a snapshot manager and an auto-replication feature to help ensure that NDTV’s data on the SAN and at the backup site is always current.

Because of scalability, ease of management, the accommodation of ever-increasing data storage needs, and business continuity support, the Dell storage solution is getting a great reception from NDTV. As Iyer says, “Because we are a 24/7 television broadcast operation, the intelligent automation and intuitive operation of the PS Series SAN literally prevent our team from being here until midnight maintaining servers.”

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