

## The Copley Press, Inc.

Streamlining Operations with Symantec Solutions Enhances Availability, Data Protection and More, with Lower TCO



**In the fast-changing newspaper industry, Copley Press, Inc. needed to enhance availability of a key business intelligence application, reduce storage costs, and improve operational efficiency. With comprehensive Symantec solutions, the company's IT team has achieved an 87 percent improvement in server recovery time, 94 percent reduction in staff cost for server restoration, 100 percent data growth accommodated without an increase in backup administration time, and fast payback—in some cases on the solution's first use.**

### A push to evolve

In the newspaper industry, these are times of adaptation.

With the rise of digital media and the decline in circulation, newspaper executives are re-evaluating all aspects of their business. How can a newspaper's Web site be profitable? How can readers be won from the twenty-something and thirty-something age groups, building circulation once again?

Timely business intelligence (BI) is critical. Executives at the San Diego-based Copley Press—and every other newspaper chain—are trying new marketing and editorial tactics and need to quickly understand which ones work and which don't.

The Copley Press owns 10 daily newspapers including The San Diego Union-Tribune, and nine weekly newspapers. It also owns the Copley News Service, a full-service syndicate with bureaus in California, Illinois, Washington, DC, and Mexico. And it owns and manages La Casa del Zorro, a desert resort outside of San Diego.

### A potential turnaround

Some new marketing experiments are showing promise. At the Copley Press's flagship newspaper, the San Diego Union-Tribune, for instance, readers can take out three lines of classified advertising free both in the newspaper and on its Web site. This campaign is attracting many young customers, which the newspaper seeks to convert into steady readers.

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**Brad Storey**

Director of IT Infrastructure  
Copley Press, Inc.

### COMPANY PROFILE

With 4,000 employees, the Copley Press, Inc. ([www.copleypress.com](http://www.copleypress.com)) publishes 10 daily newspapers, including The San Diego Union-Tribune, in addition to nine weekly newspapers. It also owns the Copley News Service, a full-service syndicate with bureaus in California, Illinois, Washington, DC, and Mexico, and La Casa del Zorro, a desert resort outside of San Diego.

### INDUSTRY

Media (Other)

### SOLUTION

Storage Management  
Data Protection  
Email Management

Veritas CommandCentral software measures, manages, and provisions storage more efficiently and helps delay purchase of additional storage at \$10,000 per terabyte

Nationally, although newspaper stocks have been declining, a growing number of observers feel those stocks are undervalued. The newspaper industry has been competing with the Internet for years, observers point out, and still manages a respectable average operating margin of 20 percent.

In another positive sign, newspaper advertising revenue nationally rose one percent over the prior year, through February, 2006, thanks to a robust real estate market.

### Aligning IT with business goals

Management at the Copley Press is intent on building on these opportunities. “Our task in the IT department,” says Brad Storey, Director of IT Infrastructure at the company’s 200-person San Diego corporate headquarters, “is to give executives and staff the reliable, available business intelligence and other services they need, while reducing IT overhead to help them grow the business.” Internal demand for Copley Press’s business-intelligence application is heavy. “Five of our six major divisions use it extensively,” says Storey.

As a result, downtime had become a problem. When a server hosting the BI application failed, it took two people at least one day and sometimes two to reconstruct applications, data, and configuration. Meanwhile, key projects stalled.

### Turning to Symantec Backup Exec System Recovery

To minimize loss, Copley Press purchased Symantec Backup Exec™

System Recovery software at the end of 2005. Now Backup Exec System Recovery captures the entire live state of key servers, including files, applications, operating systems, and settings in one easy-to-manage file—without disrupting user productivity or application use.

“We like this solution for several reasons” Storey says. “In a test, one of our staff used Symantec Backup Exec System Recovery to restore a BI server in one hour instead of the two days it took two people to do this job before.

“Another quality we like is that a Backup Exec System Recovery license costs about \$800 per server, far less than the \$10,000 that clustering software and an additional server for clustering might cost. And with Backup Exec System Recovery, we can restore the server to whatever type of hardware or platform we choose. The result is that we get 100 percent payback on Backup Exec System Recovery with its first use.”

### Reducing storage costs

Another key challenge facing Storey’s team was storage. In 2003, their direct attached storage, containing business intelligence data, was running out.

To add capacity, they deployed an EVA SAN from HP in mid-2003, boosting storage to about 15 TB. But with data growing at 100 percent annually, the team wanted to measure, manage and provision its storage resources as cost-efficiently as possible, so they evaluated storage management software. They compared Visual SRM software from

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EMC with Veritas CommandCentral Storage software from Symantec.

“We chose CommandCentral because it’s licensed by the server, whereas EMC licenses by the terabyte,” Storey says. “As we grow, we can be sure what CommandCentral will cost us. That’s not the case with EMC.”

### Delay and save

The solution went live in November of 2005 and the team liked what they saw. Veritas CommandCentral automatically discovers the entire infrastructure of the data center, mapping all devices to show storage that’s available, allotted and used. It enables the IT team to use storage more efficiently, thereby delaying the need to purchase additional storage. Meanwhile, the cost of a terabyte goes down about 20 to 25 percent a year.

“As we worked with Veritas CommandCentral, we saw that it shows the big picture, such as range statistics on overall capacity, and how efficiently database file systems and volume managers are being used,” says Storey. “Visual SRM, on the other hand, performs only a file-level analysis. It shows which types of data are out there, which files are duplicates, and when they were last used. But what you really need is that big picture.

“Veritas CommandCentral will have paid for itself the first time we delay purchase of an additional two terabytes. Meanwhile it dramatically streamlines the task of managing and allocating storage.”

### Increasing ROI on email

Another key service that Copley Press wanted to make more available and cost-efficient is email. As with so many companies, the size of user mailboxes at Copley Press had gotten out of control. With mail box storage quotas in force, users had turned to Microsoft Exchange Personal Information Store (.PST) email archives to get email off the mail server. These PST archives, residing on users’ hard disks, are easily lost, and are also difficult to search—they need to be reloaded onto the email server first. One company executive had lost a large supply of important email when his hard drive became corrupted.

To improve email management, Copley Press compared GFI Mail Archiver for Exchange, Quest Archive Manager, Mimosa NearPoint and

## SOLUTION AT A GLANCE

### Business Drivers

- Enhance business intelligence to build new revenue and reduce costs
- Ensure application and data availability while reducing IT overhead
- Improve continuity of operations by increasing data protection

### Technology Challenges

- Reduce costs through more flexible and cost-effective measurement, management, and provisioning of storage
- Enhance email management and availability by better protecting existing .PST archives
- Handle effective backup of 100% annual data growth

### Solution

Comprehensive Symantec solution enhances storage visibility, data management, protection, and application availability

### Symantec Products

- Veritas CommandCentral™ Storage 4.2FP1
- Veritas Enterprise Vault™
- Symantec Backup Exec™ System Recovery
- Veritas NetBackup™ Enterprise Server
- NetBackup agents:
  - Microsoft SQL Server
  - Oracle

### Technology Environment

- Applications: Lawson ERP, a custom business intelligence application
- Databases: Microsoft SQL Server 2000, Oracle 9i
- Server Platform: 44 HP ProLiant servers running Microsoft Windows 2000 and 2003; 6 HP servers running HP-UX11, and 8 servers running various versions of Linux
- Storage: HP StorageWorks EVA SAN, direct attached storage, serial ATA SAN

### Symantec Services

- Symantec Technical Support (Extended)

Veritas Enterprise Vault software. They chose Veritas Enterprise Vault software in late 2005, purchasing its Microsoft Exchange Mailbox Archiving and .PST Migrator options.

“We preferred Enterprise Vault because of its .PST capabilities,” Storey says. “We like how it automatically detects existing .PST file data on our network, identifies the owners, and migrates the files into an archive repository, on less-expensive secondary storage.

“This protects our email. It gets the archive files off our Microsoft Exchange server for faster backup and restores. And it makes all our email,

old and new—and in particular the full text of attachments—fully searchable directly from a user’s native email client interface. This is a very useful tool for enhancing executive decision-making.”

If Enterprise Vault deployment works well at corporate headquarters, Storey says, his team will evaluate rolling it out to all 4,000 Copley Press users nationwide.

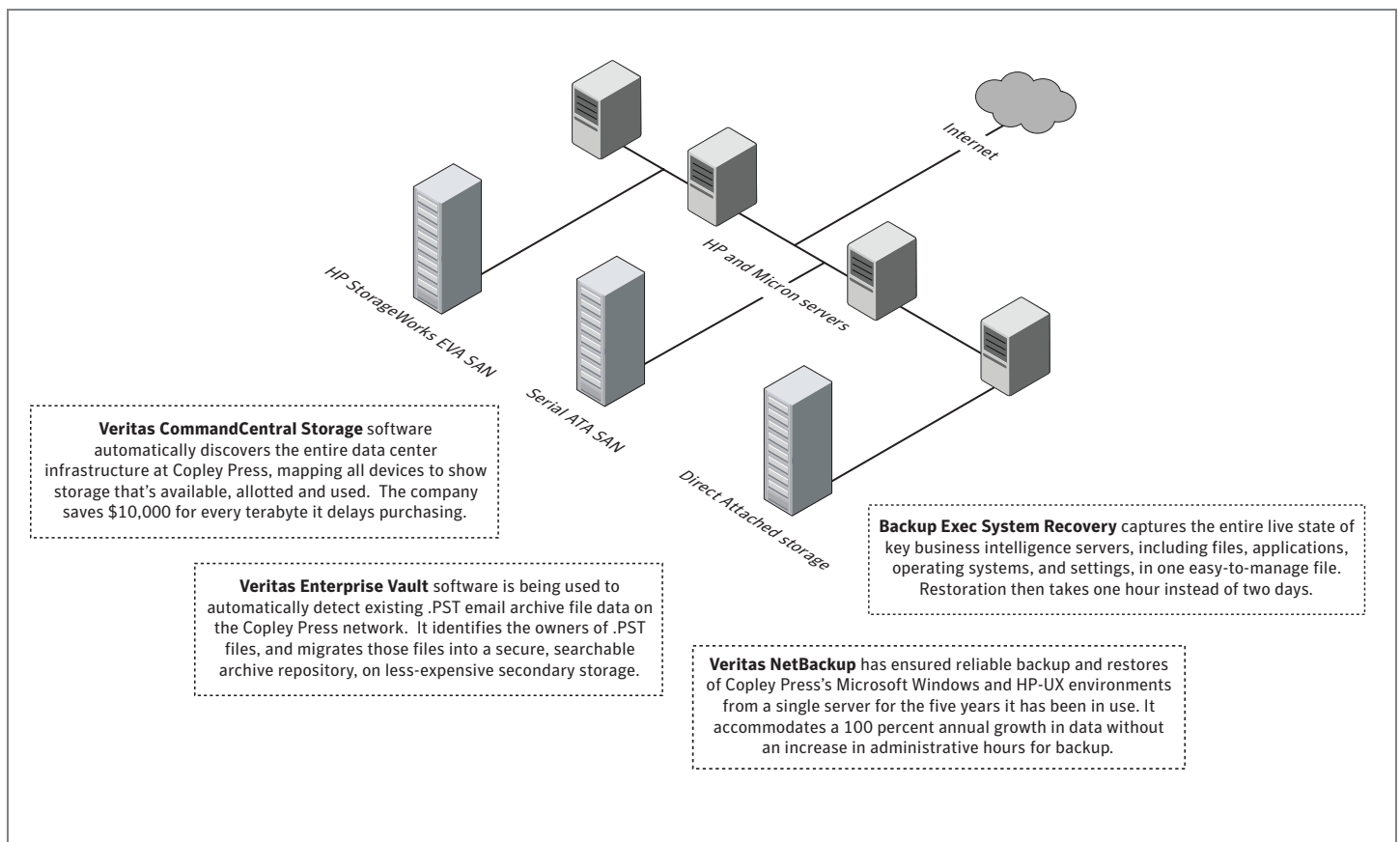
**Reliable data protection**

Another key need at Copley Press is overall data protection. “We need to ensure reliable backup and restores

of our Microsoft Windows and HP-UX environments from a single server,” Storey says. “Veritas NetBackup has come through reliably for us, with great ease of use, for over five years.

“We rely on NetBackup heavily. We have used it to restore data at some critical times. Once, a supplier accidentally destroyed a key SharePoint presentation just before a deadline. Another time during payroll processing, important data was lost. Both times, NetBackup came through as promised, and we met our deadlines without disruption.”

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**“NetBackup just works, as advertised. In a fast-changing industry like ours, that kind of reliability delivers peace of mind.”**

**Brad Storey**

Director of IT Infrastructure  
Copley Press, Inc.

## BUSINESS VALUE AND TECHNICAL BENEFITS

### Availability

- 87% improvement in server-recovery time, from eight hours to one hour

### Operational Efficiency

- 100% annual data growth in 1.1 TB of data accommodated without increasing backup administration time
- Enhanced decision making by moving easily lost and corrupted .PST mailbox archive files into a central, secure, searchable archive

### Cost Savings

- Reduction in time for server restoration from two people/two days to one person/one hour
- 92% savings on enhanced availability using Backup Exec System Recovery (\$800 per server) vs. clustering (\$10,000 for clustering software and additional server)
- Forecasted \$10,000 per terabyte saved by delaying the addition of disk space to SAN, through enhanced storage management with CommandCentral

### Payback

- 100% payback on first use for Symantec Backup Exec System Recovery

Copley Press purchased the NetBackup for Microsoft SQL Server agent, providing comprehensive data protection for SQL Server and SQL Server databases, and controlling all aspects of media management, including library sharing and individual tape drive sharing. Storey's team also purchased the NetBackup for Oracle agent, enabling hot, non-disruptive backup of the company's Oracle databases, either full or incremental.

Because of NetBackup, Storey says, the company's 100 percent annual growth in data is being accommodated without an increase in backup administration time. "NetBackup just works, as advertised," he says. "In a fast-changing industry like ours, that kind of reliability delivers peace of mind."

<sup>1</sup> Editorsweblog.org, Thursday, March 23, 2006. "Focused on Internet search results, new ideas in advertising"

<sup>2</sup> Forbes magazine, "Printing Money" by Tom Griffith, April 7, 2006