ARVATO SYSTEMS: SMART SERVICES FOR THE DIGITAL WORLD

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BERTELSMANN

COMPANY
ARVATO SYSTEMS

WEBSITE
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INDUSTRY
IT SERVICES

HEADQUARTERS
GÜTERSLOH, GERMANY

CHALLENGES

- Establish a new type of IT outsourcing in the media sector (print & publishing) as well as for other industries
- Establish a rapidly available Infrastructure as a Service (IaaS) environment based on standard technologies
- Agile response to varying customer demands with the possibility of flexible adaptation at any time

SOLUTION
By using VMware vRealize Suite, Arvato Systems has an enterprise-ready cloud management platform specifically developed for the hybrid cloud that enables rapid deployment and efficient management of infrastructure and applications. The comprehensive stack of vRealize Suite allows for unified management of IT services on VMware vSphere 6.5 and other hypervisors, in physical infrastructures, containers, OpenStack and external clouds such as Azure and Amazon Web Services.

As a global IT specialist, Arvato Systems offers industry-focused solutions for retail, media, energy and utilities industry and healthcare in addition to standard software. Sören Hühold, Head of IT Transformation & Cloud Solutions at Arvato Systems, has focused on a new type of IT outsourcing to offer optimum support to customers in the media industry. Based on Gartner's bimodal concept, Arvato Systems offers its customers all performance levels of modern data center services. As a strategic consultant and practical implementer, Arvato Systems supports companies at all stages of development – from a legacy operated IT infrastructure to a partially automated environment and a fully automated software-defined data center.

Arvato Systems is a subsidiary of Arvato, one of a total of eight divisions of the Bertelsmann media, services and education group in Germany. Arvato Systems specialises in IT solutions that support the digital transformation of its own customers. With the expertise and advanced technical understanding of more than 3,000 employees at over 25 locations worldwide, Arvato Systems develops smart services and IT solutions for various industries. Arvato Systems' services include consulting, system integration and infrastructure services. As part of the Arvato Group, Arvato Systems helps shape the entire value chain and combines it with integrated Arvato Services from a single source.

The challenge

Arvato Systems' strategic approach is to support companies as they transform their IT from classic data center to Mode 1 and Mode 2. In addition to the majority of customers from traditional IT, Arvato Systems is also increasingly advising specialist departments and implementing complex IT solutions. Some customers have already implemented elements of Mode 1, but are increasingly confronted with the challenge of introducing Mode 2 elements. A multimodal procedure model means that different IT systems develop at different speeds. Mode 2, for example, evolves at the highest speed, as it involves considerably more change processes. For Arvato Systems, it is therefore important to meet the customer precisely where in their journey they are located – and not to overwhelm them with theoretical models, complex constructs or hasty automation and outsourcing projects. "We want to be a reliable partner for our customers," says Sören Hühold, Head of IT Transformation & Cloud Solutions at Arvato Systems. "Which is why, at the very beginning of any cooperation, we always analyse requirements according to our customers' business and IT processes. This way, we can keep track of where they are currently and which development really makes sense." Because restructuring internal IT does not happen overnight, nor does it happen within six months – this is not even

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"VMware's SDDC solutions enable us to offer secure and competitive cloud services at an excellent price-to-performance ratio."

SÖREN HÜHOLD
HEAD OF KEY ACCOUNT MANAGEMENT
ARVATO SYSTEMS

RESULTS
- Creation of the Arvato Systems Private Cloud for SmartShift, a flexible, technologically robust IaaS platform
- Rapid and seamless migration option for customer IT to its own IT environment and to third-party vendors
- Competitive advantages of Arvato Systems compare to other IT service providers

VMWARE IN USE
All SDDC solutions, including:
- VMware vRealize Suite
- VMware NSX
- VMware vSphere 6.5

desired by most companies. Rather, what is sought is a partner and consultant who can develop possible scenarios and impart expertise in times of digitalisation, industry 4.0 and cloud. The customer should be able to determine their own speed, which is a central premise for Arvato Systems. "Some customers still have reservations about the public cloud, so a step-by-step approach and an IaaS environment is ideal for the first step," explains Sören Hühold.

The solution

Sören Hühold and his team call their IT transformation approach Smart Shift. Regardless of the platform chosen, Arvato offers multi-platform management. Arvato Systems professionals rely on VMware's Infrastructure-as-a-Service solutions to map multi-cloud scenarios. "Many organisations are using new technologies, but they often haven't thought about integrated, multi-platform management." They don't even have to – thanks to VMware solutions for a complete IaaS environment, which Arvato Systems uses as integration tools. "The virtualized network is particularly important to be able to easily migrate the customer's IT to us and to connect to public cloud providers such as Azure or AWS," explains Hühold. VMware NSX is the network virtualisation platform for the Software-Defined Data Center (SDDC) that corresponds to Gartner's Mode 2. NSX enables entire networks to be created in software and abstracts them from the underlying hardware. All network components can be deployed within minutes without changing the application. This helps to automate network operations and eliminate bottlenecks typical of hardware-based networks. Another important component of the SDDC is VMware vRealize Suite, a cloud management platform suitable for use in complex environments. It enables the proactive management of the status, performance and capacity of IT services in heterogeneous and hybrid cloud environments – for optimum efficiency, performance and availability. By using VMware vRealize Suite, Arvato Systems has an enterprise-ready cloud management platform specifically developed for the hybrid cloud that enables rapid deployment and efficient management of infrastructure and applications. The comprehensive stack of vRealize Suite allows for unified management of IT services on VMware vSphere 6.5 and other hypervisors, in physical infrastructures, containers, OpenStack and external clouds such as Azure and Amazon Web Services. "VMware's vRealize Suite enables us to automate the deployment and ongoing management of IT infrastructures, reduce our response time to requests for IT resources and improve the ongoing management of provided resources," said Hühold.

vSphere 6.5, with its advanced automation and management capabilities and integrated security features, is also extensively used at Arvato Systems. In the new version, the administration is done almost completely via the improved vSphere client based on HTML5. The new vCenter Server Appliance (vCSA) is a central component for vSphere environments that offers comprehensive management capabilities and an uncomplicated deployment and management approach: key features are now embedded in a single virtual appliance to keep operations less complex. Another advantage is encryption at virtual machine level, which protects against unauthorized data access and also secures stored data as well as virtual machines migrated by VMware vMotion.

The result

To be able to operate and offer its services reliably at all times, Arvato Systems relies on the most stable and state-of-the-art technologies, especially in the

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area of data center software. Its own roughly 8,000 servers run on a VMware foundation as a matter of course – the cooperation with VMware goes back more than ten years. So for Sören Hühold it was obvious that all IT services provided to customers should also be based on VMware technology. One important flagship project is their Arvato Systems Private Cloud for SmartShift. This is a package of various VMware solutions designed to address the specific needs of media companies. The Arvato Systems Private Cloud for SmartShift is technologically based on VMware's virtualisation and automation solutions and includes computing, storage and network services at all levels – from step-by-step virtualisation of individual components to the complete solution portfolio of vRealize Suite. "VMware's SDDC solutions enable us to offer secure and competitive cloud services at an excellent price-to-performance ratio," concludes Sören Hühold.

A glimpse into the future

The approach of the Arvato Systems Private Cloud for SmartShift is already transferred to other industries to which Arvato Systems offers services. To this end, VMware's solutions are being combined according to industry challenges and needs, so that customers in each industry are provided with bespoke solutions that in turn meet their specific business needs.

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[1] In its bimodal approach, Gartner classifies data centers by their level of virtualisation and automation. A classically operated data center that uses some virtualisation is not assigned to a mode. Mode 1 describes a classic IT planning and work mode that relies on Infrastructure-as-a-Service (IaaS) and focuses on full automation and API control. All service areas, i.e. computing, storage and network, are virtualised, but still traditionally managed by administrators. In a Mode 2 model, environments are operated that correspond to a software-defined data center, i.e. Datacenter-as-a-Service (DaaS). In this model, there is no longer a classic administrator who manages the servers, instead the focus in on the self-determined developer.

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