# RELIABLE NEWS EVERY DAY – THE PUBLISHER MOSER HOLDING EMPHASIZES VIRTUALIZATION

**CUSTOMER**
MOSER HOLDING

**WEB SITE**
WWW.MOSERHOLDING.COM

**INDUSTRY**
MEDIA & ENTERTAINMENT

**LOCATION**
INNSBRUCK, AUSTRIA

**KEY CHALLENGES**
- Real-time news - every day all year round
- Integration of all kinds of media like print, radio, web
- Rapid growth

**SOLUTION**
Server and desktop virtualization enables fast and central supply of applications and desktops in the editor's office. VMware's tools and APA-IT's 24h-service give Moser Holding backing and security for future challenges in the media industry.

**IMPACT**
- High availability for business-critical applications
- On demand supply of devices for editors at the push of a button
- Central support for all editorial offices from Innsbruck

"Nothing is as old as yesterday's news." This proverb accurately describes the challenges for the publishing house Moser Holding. Ensuring business continuity is the key requirement to deliver real-time news around the clock. Today, this concerns all channels including radio and web platforms. To integrate the editor's office and provide new services, scalability is the key. Therefore, Moser Holding has emphasized virtualization for many years with VMware to ensure high availability, performance and flexible growth. Its partner APA-IT is responsible for developing and monitoring the virtual solution around the clock. From now on all the sites can be administered centrally from Innsbruck.

Tradition, quality and independence are the principles of Moser Holding, who is one of the leading publishers in Austria. It started with the newspaper Tiroler Tageszeitung. Today its portfolio spans free newspapers in Austria through regional magazines and radio stations to online platforms. 1.400 employees provide information for more than 2 million daily readers and listeners. In the last few years, the media market became more and more competitive and a lot of new players are entering. To stay on the top of the region, Moser Holding has valued and applied inventive ideas for 70 years now.

## The Challenge: News in real-time and integrating new editorial departments

A publisher always feels time pressure to deliver the latest news as fast as possible. With the rise of radio and online-media, speed has increased, with the aim to deliver news in real-time. From the beginning, Moser Holding used the whole spectrum of the media market and integrated new channels. Therefore, IT became an important factor for the company because it has to support the editor's work at all times. Fail-safe operation and user friendliness is required 365 days a year.

Technological progress concerning digitalization is something the company does not just want to pursue, they want to become a leader in the field, says Silvia Lieb, CEO at Moser Holding: "In times of fake-news and filter bubbles, we want to contribute to the population's plurality of opinions with quality journalism. Thus, ensuring business continuity is the key requirement for IT, because we produce around the clock. On the radio, during morning shifts or editing until late at night - we need a solution we can rely on." This does not just concern in-house work, it is also required externally: readers and customers expect the platform to be permanently online.

Moser Holding's rapid growth over the past years is due to the acquisition of other companies. The integration of various editorial offices throughout Austria proved to be a gigantic project.

**vm**ware®

"There will be new challenges for media companies. But APA-IT's service based on VMware's tools gives me a positive outlook into the future."

SILVIA LIEB
CEO
MOSER HOLDING

**VMWARE FOOTPRINT**
• VMware vSphere 6.5
• VMware Horizon 7 with Microsoft Remote Desktop Services

**APPLICATIONS VIRTUALIZED**
• SAP
• Newspaper (pre-)production software
• Editorial and publishing software
• IP Phone software

**PLATFORM**
• Cisco Unified Computing System B-Serie for vSphere
• HPE Proliant Server

**PARTNER**



Data volume grows enormously, as Big Data is a constituent of digitalization. Data security is therefore a huge requirement as well. Here, Moser Holding wants to assure secure data access with an in-house solution.

## Action: Pioneer of virtualization

For a long time, Moser Holding has used virtualization with VMware, a leader in this technology. The company has remained confident with that decision because the systems are stable and VMware's focus on this core competence is highly appreciated.

In 2009 the company decided to hand over the maintenance of the systems to a specialist. They chose APA-IT, a full-service provider focusing on IT solutions for publishers and media companies. Outsourcing for network, storage, server and clients was commissioned. In addition to the reliable and stable operation with a 24h-hotline-service and constant monitoring, APA-IT ensures that the solution is based on the latest technology.

APA-IT uses VMware vSphere 6.5 for server virtualization, which decreases the expenses for investment and operation with data center consolidation. vSphere monitors performance, detects capacity bottlenecks and balances workloads before peaks occur.  Desktop virtualization with VMware Horizon virtual desktop infrastructure (VDI) was implemented as well. "Desktop virtualization with VMware Horizon virtual desktop infrastructure (VDI) was implemented to simplify and centralize management and deliver unprecedented access to their end users. Instead of managing individual endpoints, master desktop images are maintained and leveraged to distribute virtual desktops and applications in a one-to-many management paradigm." Michael Langer, team leader for desktop services, architected and manages the Horizon VDI environment. He explains the daily benefits of virtualization for editors: "If an editor has problems concerning performance, we don't waste any time. We simply take out the previous virtual machine and set up a new one, the user logs in and there we go. Almost continuous working is ensured that way, even if problems occur."

Data security is ensured by VMware's software defined data center (SDDC), which unites computing, storage, network virtualization and cloud management. Applications can be quickly operated and administered across multiple clouds or devices. With its concept of the in-house private cloud, 50 TB of data stay secure at Moser Holding's headquarters.

## Impact: Fail-safe and scalable infrastructure

For years the VMware infrastructure has proven stable and reliable. Silvia Lieb assesses the fail-safe capabilites as the biggest benefit, because a standstill of the systems would have business-critical consequences: "A blackout would lead to dramatic effects, economically, but also concerning our reputation. We are happy to confirm that there has not been a single edition of Tiroler Tageszeitung which was not published." High availability is important for the other channels like radio and web platforms as well. The editors also value availability and performance.

The second advantage is scalability. The maintenance team from APA-IT can easily add new devices on demand with the Management Tool. According to the administration concept, the whole IT is centralized in Innsbruck, at the other locations are only so called key-users, explains Johannes Kirchmayr, Head of Hosting at APA-IT: "With the private cloud in the SDDC, we can create as many VMs (virtual machines) as we want, thus flexibly adapt the size of our infrastructure and add or delete resources on demand." When Moser Holding

"With the private cloud in the SDDC, we can create as many VMs (virtual machines) as we want, thus flexibly adapt the size of our infrastructure and add or delete resources on demand."

JOHANNES KIRCHMAYR
HEAD OF HOSTING
APA-IT

moved to the center of Innsbruck, VMware's architecture proved to be very helpful: Thanks to the virtual servers it was possible to shut down the data center on one site and reboot it on the new site with little effort.

Simple and automated management with the VMware tools facilitates both the administration and the reliable backup of data. Because of the distributed infrastructure at Moser Holding, it is important to be able to use the centralized tools: 500 clients with 60 applications, 20 data lines and 60 printers on 13 sites have to be taken care of with four data centers. This is how editorial offices all over Austria can be quickly supported without having IT staff on site, reducing costs and generating more efficiency.

## Looking ahead: Ready for future challenges

As a next step APA-IT is planning to implement VMware vSAN, a key component of the software defined data center with various applications. The all-flash architecture of vSAN allows its use in mission-critical applications, which means that remote locations without IT-staff can be managed from the central data center; thanks to the disaster recovery function, all data is saved and recoverable everywhere.

The media industry constantly changes and new challenges will arise in no time. VMware's virtual infrastructure allows Moser Holding to be agile and flexible. "There will be new challenges for media companies, but APA-IT's service based on VMware's tools gives me a positive outlook into the future," summarizes Silvia Lieb.

**vm**ware®