

## CASE STUDY – Media

### Out-of-Band Management Tools by Avocent Enable Centralized IT Infrastructure Management



#### OVERVIEW

Trinity Mirror is the United Kingdom's biggest newspaper publisher, producing some 250 titles. The company's varied media base includes national and regional newspapers, Web sites, magazines and exhibitions. Nearly half the U.K. population reads one of Trinity Mirror's titles, which include one of the world's most famous newspaper brands, the Daily Mirror.

Timely news delivery hinges on the uninterrupted information flow between editorial offices and production and printing facilities. To help ensure that the presses keep rolling, Trinity Mirror uses Cyclades® ACS advanced console servers and Cyclades PM intelligent power distribution units (IPDUs) as a key part of their infrastructure management solution. With out-of-band management tools, network personnel can remotely access and manage IT assets at their London headquarters and other locations, reducing onsite service calls and the costs associated with them.

#### CHALLENGE

Trinity Mirror has a widely distributed network with over 170 facilities, including 21 production centers and 10 print sites, throughout the U.K. managed by central network operations staff in London. They needed a unified and centralized out-of-band management solution that would quickly pinpoint and remotely address hardware incidents – one that would create an alternative route to the management ports of each device without using the actual network as a critical path. When IT infrastructure problems occurred anywhere throughout the network, Trinity Mirror IT professionals would have immediate access to reconfigure, troubleshoot and reboot equipment.

After considering various solutions, Trinity Mirror chose Cyclades ACS console server and Cyclades PM IPDUs. "We needed a solution that was easy to understand and set up, as we did not want to add to the management burden," said Wightman. "The solution had to support a heterogeneous infrastructure and had to be reliable, scalable and, above all, secure, as we were providing a path into the core components of our infrastructure."

## Trinity Mirror plc

#### PROFILE

**Company**  
Trinity Mirror

**Type of business**  
Media

**Corporate headquarters**  
London, U.K.

**Web site**  
[www.trinitymirror.com](http://www.trinitymirror.com)

**Application**  
Management of IT assets across local and remote sites

*"News has a short life cycle – no one is interested in buying it when it's out of date. As our business is deadline-driven, our network is designed with resiliency and redundancy in mind so a small incident doesn't become a large problem that could affect our operations."*

Ian Wightman  
Group IT Network Director  
Trinity Mirror

## SOLUTION

With its remote access and management capabilities, Cyclades ACS console server helps Trinity Mirror's network operation staff manage the entire network infrastructure as a single function. The technology also ensures that technical experts are available to service infrastructure incidents at any company site, without having to travel to a distant location.

When used in conjunction with Cyclades ACS, Cyclades PM IPDU delivers easier management capabilities and faster problem solving by integrating console access and power control into one single interface. Trinity Mirror IT professionals can power cycle, reboot and return to operational status when a server or other network equipment locks up using the same console management session from any location.

Trinity Mirror also needed a solution that was compatible with their existing HP and Sun server environment. Out-of-band management products by Avocent are Sun certified to guarantee "break safe" operation. This is an important feature for Trinity Mirror as the company uses Sun servers to manage picture and text files. Also, Cyclades ACS console server and Cyclades PM IPDU are vendor and platform independent so that these products integrated quickly and easily into Trinity Mirror's IT infrastructure and security framework, enhancing business agility and protect existing IT investments.

## ABOUT AVOCENT

Avocent delivers IT operations and infrastructure management solutions for enterprises worldwide, helping customers to reduce costs and simplify complex IT environments via integrated, centralized in-band and out-of-band hardware and software. Through LANDesk, Avocent also is a leading provider of systems, security, and process management solutions. Additional information is available at: [www.avocent.com](http://www.avocent.com).

## RESULTS

- Centralized network infrastructure management
- Optimized IT personnel – subject matter expert available to support any location
- Maintaining service across all sites without increasing the costs base

*"The time-sensitive nature of the publishing business demands the immediate identification, assessment and resolution of IT infrastructure incidents. Out-of-band management tools by Avocent help us in our ongoing efforts to keep our network running smoothly."*

Ian Wightman  
Group IT Network Director  
Trinity Mirror



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