Globally architected, locally delivered

Worldwide media and advertising giant creates resilient, scalable, agile, and software-defined global network with HP Networking

Industry
Communications/Media

Objective
Migrate business-critical data from multiple independent IT networks to a single IT network serving multiple, global tenants.

Approach
Engage HP Technology Services for expertise on the design and implementation of new data centers; implement HP Software-Defined Networking solution.

IT matters
- Simplify IT management by migrating data from 100+ independent IT networks to a single IT network
- Consolidate 6 data centers in the US to 2 (Atlanta, GA and Phoenix, AZ); build new data center in London
- Implement HP SDN-enabled cloud strategy to enable DAS to deliver applications and services "in minutes instead of weeks"

Business matters
- Operate a network topology that looks like a large, global MPLS singular network instead of 100+ disparate networks
- Provide DAS agencies with state-of-the-art IT support, ready access to tools, support for mobile access
- Improve operations; access data more quickly and easily
- Provide DAS agencies with a reliable, safe, and secure way to share intellectual property

"HP helped us build a global private cloud that centralized our infrastructure, allowing us to deliver better services across our network of marketing agencies and benefit from applications—with zero down time."

— Jason Cohen, Global CIO, Diversified Agency Services (DAS)

Diversified Agency Services serves a global network of marketing services and specialty communication companies. To provide its internal customers and their clients with safe, secure access to applications and services, DAS worked with HP on a multi-year project to consolidate its IT networks and implement HP SDN cloud-enabled networking. These steps have vastly simplified DAS IT operations, enabling it to deliver a faster, more agile, and more secure network.

Managing "Big Data" globally

A division of advertising and marketing giant Omnicom, DAS is comprised of nearly 200 marketing and communications agencies serving clients through more than 700 offices in 71 countries. One of the main goals of its IT department is to ensure that these agencies can quickly, easily, and securely share intellectual property and strategic insights. And there is a lot of sharing to be done; every day, DAS processes 2 petabytes of information across more than 300 physical servers, nearly 2000 virtual servers and 150 database servers. DAS IT can perform this impressive daily feat thanks to its strong, flexible backbone of HP Servers and HP 3PAR StoreServ Storage.

By working closely with HP, DAS was able to rethink its global IT network strategy and create an infrastructure capable of providing the level of support and service its global network of agencies demand.

Interoperability eases consolidation

Prior to its partnership with HP, DAS relied on more than 100 independent IT networks—each one operated in its own way with its own technology. DAS Global CIO Jason Cohen knew that if the company wanted to continue providing the highest level of service to some of the world's most well-known brands—from Microsoft to Sony PlayStation—it needed to up its game.

The core of DAS's new approach was to work closely with HP Technology Services to consolidate this far-flung network into a single IT network, and to merge its 6 U.S. data centers into just two—an existing center in Phoenix and a newly built one in Atlanta.

Integral to this plan was HP interoperability with Cisco. The Phoenix data center was built entirely with Cisco equipment. The Atlanta center features a simpler, 2-tier FlexFabric networking architecture, while the firewalling, load balancing and similar functions continue to revert to Cisco. Despite this active presence of another vendor in both centers, HP enables DAS to enjoy a high-speed, reliable, and easier-to-manage data environment.

"HP's use of Open Source protocols enabled us to merge the Cisco-centric data center in Phoenix with Atlanta's HP-centric center," Cohen says. "HP's interoperability and expertise made it possible for us to consolidate information and data, centralize our sprawling network applications, and increase our speed-of-business—and do it in such a way our DAS agencies could continue their daily operations without interruption."

SDN accelerates "speed to market"

With the trusted transformation approach from HP Technology Services, it took DAS just 18 months to build and onboard its agencies to the new SDN-enabled network infrastructure. HP SDN enables IT departments like Cohen's to automate their networks from data center to campus and branch. With SDN, DAS could now program its network using an open standards infrastructure, dynamically change how its network responded to business needs, and rapidly deploy applications—all at speeds far faster than its agencies had ever experienced.

"In our business," says Cohen, "instantaneous information sharing is key to success. Having technology like HP SDN literally 'removes time'—in some cases from weeks and days to hours and minutes. That provides us with a tremendous competitive edge and helps our agencies' clients win the battle of speed to market."

Customer at a glance

Hardware
- HP FlexFabric 12518 and FlexFabric 5900 switches
- HP 5830 Switch Series
- HP ProLiant DL360p Gen8 Server
- HP ProLiant DL380 Server
- HP ProLiant DL380p Gen8 Server
- HP ProLiant DL580 Server
- HP ProLiant BL460c Gen8 Server Blade
- HP 3PAR Storage

Software
- HP Intelligent Management Center (IMC)

HP Services
- HP Technology Services (Consulting and Support)
- HP Proactive Care, upgraded to Datacenter Care
- HP Storage Services
- HP Hardware Support Onsite 6-Hour Call-to-Repair Service
- HP Quickstart Product Lifecycle Management (PLM)

Support that's "always on"

A crucial benefit of the HP solution, Cohen says, is his company's ability to support the Bring Your Own Device (BYOD) culture. "Our agencies and their clients are demanding access to systems and data in unprecedented places and times, and at unprecedented speeds. By working with HP Technology Services Consulting and Support to streamline our network, DAS is well positioned to support this 'always-on' ethos—and in a very secure way."

About Diversified Agency Services

Diversified Agency Services (DAS), a division of Omnicom Group, is a global enterprise of leading marketing services and specialty communication companies. DAS spans 190 agencies that operate through a combination of networks and regional organizations. Together, DAS agencies serve international and local clients through more than 700 offices in 71 countries.

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