



» EDC Entertainment
Distribution Company GmbH:
HiPath Managed Services «

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» Summary «

With a daily capacity of about 750,000 products, the Entertainment Distribution Company GmbH (EDC) is one of the largest production and distribution centers for CDs and DVDs. Each day up to 1.5 million entertainment products are delivered to over 8,000 customers in about 80 countries.

The task:

For EDC it is especially important to secure the operation of its complex IT infrastructure through high availability, short downtimes and end-to-end support. The operation of the local area network (LAN), which supports, above all, production-critical business processes, must be assured at competitive costs throughout the year (24 hours a day / 7 days a week). Regular maintenance work must be adapted to the needs of the production processes and any malfunctions have to be eliminated as quickly as possible.

The solution:

- HiPath Managed Services assumes responsibility for regular operation of the LAN infrastructure at EDC
- Initial workshop to analyze the existing infrastructure and to harmonize the service processes
- Siemens Network Operation Center (NOC) to monitor the entire network proactively around the clock (365 days a year, 24 hours a day)
- Siemens service technician at the site three days a week
- On-call personnel availability
- Fixed restore times for Siemens and Cisco components
- Possibility to view the status of the work at all times on the Internet in the Siemens E-Service Customer Portal

The benefits:

- Optimizing personnel levels in the IT area
- Average response and restore times have been cut distinctly
- By keeping the maximum downtime of LAN components as low as possible, production can work with fewer interruptions and thus more effectively, so that production is more economical overall.

» "Siemens presented us with a coherent concept for remote management."

Thomas Schnorr
Head of IT Client & Network Services
EDC GmbH
www.edc-gmbh.com



» HiPath Managed Services secure production-critical processes «

With a daily capacity of about 750,000 products, the Entertainment Distribution Company GmbH (EDC) is one of the largest production and distribution centers for CDs and DVDs. Each day up to 1.5 million entertainment products are delivered to over 8,000 customers in about 80 countries. The most important customers include the world leader, Universal Music. The company also serves many other companies in a wide range of industrial and entertainment sectors.

Secure the operation of a complex IT infrastructure

For EDC it is especially important to secure the operation of its complex IT infrastructure through high availability, short downtimes and end-to-end support.

Provision of personnel who can be employed flexibly, even for activities and projects planned at short notice, is aimed at avoiding both idle capacity and excess loads – as can occur with permanent employees. The operation of the local area network (LAN), which supports, above all, production-critical business processes, must be assured at competitive costs throughout the year (24 hours a day / 7 days a week). Regular maintenance work must be adapted to the needs of the production processes and any malfunctions have to be eliminated as quickly as possible.

The EDC site covers about 150,000 m²: The LAN for the area has more than one hundred switches and routers, which are connected to each other by fiberoptic and copper cable. Furthermore, there are two storage area networks for the SAP/UNIX environment and the file server infrastructure. For the handheld terminals in production and distribution, there are separate WLANs.

A full-Service solution to keep the business running

Under the HiPath Managed Services, Siemens assumes responsibility for regular operation of the LAN infrastructure at EDC. Siemens monitors and maintains the infrastructure and ensures that it is reliable and ready to respond. Any malfunctions are eliminated within the shortest possible time. The prerequisites for this are clearly defined interfaces and responsibilities as well as strongly process-oriented proce-

dures. Therefore, the consultants from Siemens Telecommunications Service first conduct an initial workshop to analyze the existing infrastructure and to harmonize the service processes (interfaces, contacts, escalation).

The entire network is monitored proactively around the clock (365 days a year, 24 hours a day) by the Siemens Network Operation Center (NOC). Any faults are detected by network management or are reported via the service center and are immediately integrated into the workflow system; Siemens reacts within 15 minutes. Three days a week, a Siemens service technician is at the site. Outside these times, Siemens has appropriate on-call personnel available.

For the installed Cisco switches, the service concept calls for a maximum restore time of four hours; and for Cisco core switches, a maximum restore time of two hours. The maximum restore time for non-Cisco components is seven hours. During this time EDC can view the status of the work at all times on the Internet in the Siemens E-Service Customer Portal. That applies both to work done "remotely" and for on-site service.

In this way Siemens guarantees 99 percent service availability for all LAN components over a period of a month for each and every individual component. That corresponds to a maximum downtime of about seven hours per component per month.

Optimizing personnel levels in the IT area

Using Siemens Managed Services has enabled EDC to optimize personnel levels in the IT area. There are neither bottlenecks nor idle times; at the same time, average response and restore times have been cut distinctly. By keeping the maximum downtime of LAN components as low as possible, production can work with fewer interruptions and thus more effectively, so that production is more economical overall.

"Siemens presented us with a coherent concept for remote management," explains Thomas Schnorr, Head of IT Client & Network Services at EDC. And he underscores: "Our decision has been confirmed by the partner-like approach to solving problems that needed to be solved in the course of the project work."

