

## Faced with continuous data growth and challenging requirements, Bladcentralen turned to Tandberg Data

**Bladcentralen AS is Norway's largest distributor of magazines and periodicals. The distributor's objective is to place something to read in the hands of every Norwegian on a regular basis. Customer databases and financial records are key to Bladcentralen's success. Faced with continuous data growth and high demands on data availability, the company identified that its backup systems could no longer cope with their needs.**

Bladcentralen's 120 employees are responsible for the marketing and distribution of magazines and paperbacks to 4100 grocery stores, 1400 kiosks, and 1400 gas stations. The technical department at Bladcentralen is responsible for the networks, software, communications, and data storage. For the company to deliver all publications on time, it needs the customer databases, finance systems, and email servers to be up and running continuously.

"We need to deliver all weekly magazines and publications in time, for all of Norway," says Hans Tåred, Head of Bladcentralen's technical department. "There is little room for error. Any data loss would disrupt our business and we can't afford any delays."

Faced with today's requirements and the continuous data growth, the old backup system at Bladcentralen used was no longer up to the challenge. The systems took too long to perform a backup and increased data volumes complicated the media management. The old, 24-slot tape library from Overland was not able to keep up with today's requirements. Bladcentralen needed to find a new solution to streamline and speed up the backup process and to reduce the time required to perform backups. With this in mind, Bladcentralen decided to look into new solutions.

### A New Solution

Bladcentralen decided to investigate various solutions and came across the Tandberg Data StorageLibrary T40+. "Tandberg Data is very well known in Norway. We were aware of the various Tandberg Data solutions" says Tåred. "I found information on the StorageLibrary T40+ on the company's website, and it looked like an appropriate solution for us. At the same time, Four Leaf, our distributor, suggested we look at Tandberg Data."

After carefully considering the different options available, Bladcentralen purchased a Tandberg StorageLibrary T40+ with 40 slots to backup all the servers on the company network. To manage the backup and archiving process, Bladcentralen continues to use BrightStor from Computer Associates and Windows Server 2003. The StorageLibrary T40+ is connected with an Adaptec SCSI card to the fibre channel storage area network.



### Solution Overview



StorageLibrary T40+  
(40 slots and 2 LTO-4 drives)

Computer Associates Brightstor v.12

Adaptec SCSI Card 29160

SAP System 4 and Oracle and SQL databases

Various File and Exchange servers



*We need to deliver all weekly magazines and publications in time, for all of Norway. There is little room for error. Any data loss would disrupt our business and we can't afford any delays."*

*Hans Tåred,  
Head of IT at Bladcentralen*

Bladcentralen uses SAP System 4 (a payroll system) from Hult & Lillevik, various Oracle and SQL databases with customer data, as well as a number of different file and Exchange servers.

## Easy Installation

Installation of the StorageLibrary was simple and straightforward. "We did most of the installation ourselves and didn't experience any problems. Everything went very smoothly," says Tåred. "We had some help from a technician from Tandberg Data, but in regards to the software, we did it all ourselves. Tandberg Data's Service and Support have been phenomenal. There is a free phone number for any questions we might have, and there's a service technician here in Oslo. One of the reasons we selected Tandberg Data is the superior support system here in Norway."

## Future-Proof Flexibility With the T40+

The StorageLibrary T40+ is available with either 24 or 40 slots and supports up to four LTO drives. Bladcentralen uses 40 slots and two drives, which provide ample capacity and performance for today's requirements. With Performance on Demand (POD) Bladcentralen can add additional drives or upgrade to the next LTO generation when needed, increasing the library's performance and capacity. The StorageLibrary T40+ also incorporates the Pass-Thru mechanism, allowing users to add capacity by stacking units together. Customers can stack up to five T40+ units together in a 19" rack configuration. The flexibility and scalability of the library means that it is able to deal with Bladcentralen's current and future requirements.

"The scalability of this unit is exemplary. It's easy to expand" says Tåred. "We expect to expand the product in about a year, since our amount of data is constantly growing. Today we backup about 3TB and we expect that it will increase by approximately 25 percent a year."

## Ease of Use. Peace of Mind.

Bladcentralen runs incremental backups six days a week, and performs a full backup during the weekend. The full backup during is allowed to take a full 24 hours.

By switching from the 100GB LTO-1 media to the higher capacity, 800GB (native) LTO-4, Bladcentralen has considerably reduced the number of cartridges required to backup its data. It also increased the capacity and the backup performance of their tape automation.

The Web browser-based remote management interface allows Bladcentralen to easily monitor, control, configure and diagnose problems, and the T40+ supports SNMP, which will immediately send an e-mail on any error.

"We have been lucky since we have never experienced any major problems," says Tåred. "We have used BrightStor for 15 years now, and have never encountered a situation that we couldn't solve. Having added the Tandberg Data StorageLibrary, this continues to be the case."



*The scalability of this unit is exemplary. It's easy to expand. We expect to expand the product in about a year, since our amount of data is constantly growing.*

**Hans Tåred,**  
Head of IT at Bladcentralen

[www.bladcentralen.no](http://www.bladcentralen.no)  
[www.tandbergdata.com](http://www.tandbergdata.com)

### About Tandberg Data

Tandberg Data is a leading global supplier of backup and archiving technologies. Tandberg Data offers a complete range of tape libraries, tape autoloaders and tape drives (based on the LTO™, SLR™, VXA® tape technology platforms), storage software, data media and disk-based storage such as the RDX™ QuikStor. These solutions are marketed exclusively through a channel of qualified resellers and distributors. These solutions are underpinned by OEM agreements with major server manufacturers including IBM, Hitachi, Fujitsu, Fujitsu-Siemens, Apple and Dell and supported by all major operating systems and storage software applications to operate in heterogeneous network environments. All solutions are designed to meet the growing storage requirements of small and medium-sized organisations with scalability, reliability and backward compatibility features that ensure cost effective operation and long-term investment protection.

Tandberg Data ASA  
Økernveien 94  
N-0579 Oslo  
Norway  
Tel: +47 (0) 2218 9090  
Fax: +47 (0) 2218 9550

Tandberg Data Corporation  
2108 55th Street  
Boulder, CO 80301  
USA  
Tel: 303.442.4333  
Fax: 303.417.7170

Tandberg Data GmbH  
Feldstrasse 81  
44141 Dortmund  
Germany  
Tel: +49 (0) 231 5436 - 0  
Fax: +49 (0) 231 5436 - 111

Tandberg Data (Asia) Pte Ltd  
20 Bendemeer Road  
#04-05 Cyberhub  
Singapore 339914  
Tel: +65 (0) 6396 0786  
Fax: +65 (0) 6396 0787

Tandberg Data (Japan) Inc.  
Eitaibashi Eco-Piazza Bldg., 8th floor  
29-13, Shinkawa 1-chome,  
Chuo-ku, Tokyo 104-033, Japan  
Tel: +81 (0) 355 662 871  
Fax: +81 (0) 355 662 875