

SUCCESS STORY

Media and Entertainment

Trinity Mirror

TRINITY MIRROR | PROBLEM SOLVED

24/7 news coverage demands 24/7 availability. See how Trinity Mirror harnessed NetApp® ONTAP® Cloud for Amazon Web Services (AWS) to keep ahead of the headlines.

Real News in Real Time

Digital journalism is changing the way we get our news. Today's readers expect up-to-the-moment information, buzzworthy headlines, and media-rich experiences. While some newspapers are barely surviving, Trinity Mirror Plc is thriving by embracing digital transformation.

Up to
120,000

images per day come through the picture desk

38.6M

people reached each month

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 **NetApp®**

“It doesn’t matter how affordable your DR solution is if it doesn’t work when you need it to. ONTAP Cloud gives us a DR solution that is both reliable and cost-effective.”

Peter Raettig
Head of Technical Operations, Trinity Mirror

With more than 150 print and 80 online newspapers, including the iconic *Daily Mirror*, Trinity Mirror is the largest news publisher in the United Kingdom. Every day, millions of readers around the world turn to the media giant as their trusted source for everything from regional news to global events and the juiciest showbiz stories.

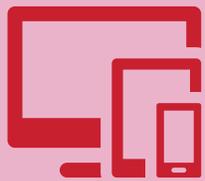
“Our whole business is based around our data—stories, pictures, and videos,” explains Peter Raettig, head of technical operations for Trinity Mirror. “As that data grows, we are having to look at new ways to drive efficiencies across our print and digital businesses.”

Trinity Mirror is no stranger to digital transformation. Over the last decade, the company has embraced a hybrid cloud strategy to manage tremendous data growth stemming from rapid corporate expansion and explosive growth in pictures and video.

“The picture desks receive up to 120,000 images per day now,” says Ian Castleton, system architect for Trinity Mirror. “The ability for people to capture video and static images on their smartphones has dramatically increased the amount of data that we have coming into the business.”

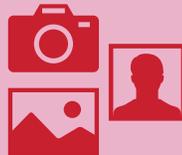
BREAKING DOWN DATA SILOS

As the company grew, Trinity Mirror began looking for ways to optimize operations by breaking down data silos across its print and online properties. Today, data flows seamlessly through a central content management system, which gathers editorial content for the print side of the business and automatically pushes it to the web. Certain types of content, such as national news, popular culture, and movie and car reviews, can also be easily shared across print brands and regions.



× **130M**
unique viewers

≤ **120,000**
pictures processed per day



Last year, Trinity Mirror sold enough newspapers for everyone in Brazil and France to have two copies each

With so many brands, the company is always preparing for publication. Newspapers are printed daily—sometimes multiple times per day. Online content is constantly updated. With the relentless pace of publication, downtime of any kind could be devastating to the business. Delays could mean lost readers, lost advertisers, and lost revenue.

So when the lease was up on the company's secondary disaster recovery facility—located on the 23rd floor of the company's London headquarters—Raettig and his team seized the opportunity to modernize the company's disaster recovery by harnessing the hybrid cloud.

“We wanted to escape the infrastructure refresh cycle that we've been in for the last 25 years,” says Castleton. “Cloud was the obvious choice for us.”

TELLING THE CLOUD STORY

Trinity Mirror began its cloud transformation in 2011, when it

built a small proof of concept for its web platform on AWS. Over the next five years, it migrated all of its web estate to AWS and never looked back.

“The cloud is incredibly powerful for us,” says Castleton. “It gives us the ability to scale rapidly. For example, during the 2016 U.S. presidential election, we had to scale up our web infrastructure by a factor of 10 in just a few minutes. We wouldn't have been able to do that without Amazon's flexibility.”

To help determine the best way to leverage the hybrid cloud for disaster recovery (DR), Trinity Mirror turned to trusted partner NetApp. Several years ago, NetApp helped the company centralize its siloed editorial and advertising systems by using a common infrastructure and content management system. With NetApp ONTAP Cloud for AWS, Trinity Mirror found that it could build a reliable disaster recovery platform for the company's largest

business-critical applications in the Amazon Cloud.

“When you build a disaster recovery platform, you never know how long you might be dependent on it. It might be an hour or it might be a year,” says Raettig. “With ONTAP Cloud we could guarantee the same performance and functionality in the cloud that we have here on site.”

OPTIMIZING OPERATIONS

Trinity Mirror has stringent 60-minute recovery time and recovery point objectives. In a disaster, operations must be able to be brought up within an hour, with no more than one hour of data loss. With ONTAP Cloud, Trinity Mirror can be up and running in the cloud almost instantaneously with as little as 10 minutes of data loss. Every six months it can spin up the DR site for testing to meet regulatory requirements and provide peace of mind to shareholders.

“It doesn't matter how affordable your DR solution is if it doesn't work when you need it to,” says Raettig. “ONTAP Cloud gives us a DR solution that is both reliable and cost effective.”

By embracing hybrid cloud for DR, Trinity Mirror achieved its goal of breaking the tech refresh cycle, eliminating the need for large capital expenditures and recurring

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migration costs. ONTAP Cloud also enables the company to run in what it calls “pilot-light mode,” with the bare minimum running in Amazon. Whether it needs to fail over a single application or all of its applications, it can automatically activate the database and the data volumes to a particular point in time and start up all the servers.

“Pilot-light mode has been a huge cost saver for us,” says Raettig. “When you provision DR equipment in the data center, it spends most of its time idle unless there is a failover event. When something is not required in the cloud, it is deprovisioned and therefore a lot more affordable than something idle in our center.”

In addition, ONTAP Cloud enables Trinity Mirror to apply NetApp

storage efficiencies to its rapidly growing data footprint in AWS. Using thin provisioning, deduplication, and compression, the company has reduced storage requirements in AWS by 50%.

“When you take everything into account, the overall cost savings are far more than we anticipated in our calculations,” explains Raettig. “That money is going back to the business to invest in other acquisitions or hiring new journalists or developing new applications to reach customers.”

EXPANDING INTO THE CLOUD

ONTAP Cloud enables the company to archive data in S3 at half the cost of the least-expensive disk option in Amazon. This is particularly useful for the company’s large

and ever-growing image libraries. With ONTAP Cloud providing proven performance and reliability for its DR platform, Trinity Mirror is considering ways to apply the same efficiencies to its production environment.

“NetApp has been a key advisor to us in developing and expanding our hybrid cloud strategy to optimize our business,” concludes Raettig. “We are looking at decommissioning our primary data center and moving it completely to the cloud, and we see NetApp as a core part of that solution.”

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