

Publicis and HP team up to build a truly Adaptive Enterprise

Publicis Re:Sources



PUBLICIS GROUPE

“Our processes are so much more consistent now. Bringing up a new environment, whether virtualized or physical, is easy and the steps are well defined. With the help of HP, our whole IT team—not just a few individual specialists—can now apply these processes in support of the business. And since HP developed a toolset for us that is easy to use, the labor involved in provisioning new systems has been reduced from one day to less than one hour.”

—CIO Christian Anschuetz, Publicis Groupe Americas

Executive summary:

Publicis Groupe is one of the largest communications and media marketing companies in the world. With its extensive global and regional networks, the company has developed into a leading provider of advertising and marketing services, media buying and consultancy, and public relations and specialized communications for leading businesses in 104 countries, across five different continents. Publicis Groupe’s extensive client list includes many of the world’s most well-known and iconic brands, and the company posted earnings in 2005 exceeding 4 billion Euros (5.12 billion U.S. dollars.) Until recently, Publicis Re:Sources, a subsidiary division, provided IT support and management for Publicis Groupe’s entire North American division on a disparate mix of mainframe servers. The cost of maintaining such an unwieldy and inefficient IT system, coupled with the company’s immense IT demands, prompted Publicis Re:Sources to rethink its IT strategy entirely.

The challenge:

from mainframes to blades, simplifying for the future

Publicis Re:Sources operates on a shared-service organization format, where the major IT functions of all Publicis Groupe’s North American businesses are consolidated into its headquarters in Chicago, and 4 other major locations around the U.S. For a company with the global reach of Publicis, managing IT for one region alone is an enormous challenge. Over the years, as Publicis Groupe acquired agencies and office space across America, the company’s different data centers became increasingly expensive and difficult to manage. Christian Anschuetz, CIO of Publicis Groupe Americas, realized that the company needed to transform its bulky mainframe IT assets into a denser, more cost-effective infrastructure.

- **“One of the reasons we were looking for greater density was the cost of data center space. Our Americas enterprise data center is located in one of the finest buildings in all of downtown Chicago; that’s fantastic if you’re in the real estate business, but with rent prices being so high, we simply could not justify the cost of the space we were consuming. We were tasked with taking a data center that was about 14,000 square feet and shrinking it into much smaller data center that was only 1,600 feet. We were able to do that by consolidating and standardizing our large installed base of dissimilar servers on the HP BladeSystem with VMware ESX.”** Publicis Re:Sources began implementing the HP BladeSystem in 2003. The combination of the HP BladeSystem and VMware has allowed the company to shut down its old, oversized IT headquarters housing bulky mainframe servers and disparate branded open systems and move to a new data center 89% smaller in size. The small footprint of the HP BladeSystem has allowed the company to double the number of physical servers it can deploy per data center, and with the ability to virtualize the blades using VMware, each physical server can now accommodate multiple virtual machines. And while Anscheutz reports that the adoption of the HP BladeSystem has led to dramatic reductions in IT real estate, power, and operational costs, Publicis Re:Sources’s IT plans called for a new approach to both the IT department and the overall business.
- **“What other vendors didn’t have was the broader vision—the thing that HP refers to as the Adaptive Enterprise. The issue of change and the ability to promote and pursue rapid change in order to decrease the overall cost of ownership was addressed with a clear and well-articulated plan for our business. Nobody else convinced us of that but HP.”** HP and Publicis worked closely together to design a new IT solution that not only called for the deployment of virtualized HP blades, but also for HP StorageWorks Enterprise Virtual Array SAN storage solutions, as well as new HP StorageWorks ESL E-Series tape library backup systems. The cost savings to the company has been so great that it saw a complete return on investment on this new IT system within six months of initial deployment.

**The solution and success:
building an Adaptive Enterprise**

Because Publicis Re:Sources handled so many of the

critical IT business functions for Publicis Groupe’s offices across the U.S., it was vital that all of the company’s existing applications transition smoothly from the existing mainframe environment to the new HP BladeSystem. Publicis Re:Sources’s shared-services center configuration made it the focus of support for all of the company’s HR, finance, email, and telecommunications systems, and the year-round, 24/7 demands placed on these systems necessitated both a smooth transition and an increase in system performance.

Adam Keenum, Publicis Groupe North America Vice President of Enterprise Operations, noted that after moving from the company’s old mainframe servers to the HP BladeSystem, the performance of major applications such as PeopleSoft, ERP solutions, etc., on the HP BladeSystem improved so dramatically that “within weeks our people came to us asking us for more blades in order to move more things to them.” In fact, the company’s new IT solution has allowed it to realize a wide range of benefits. Keenum goes on to elaborate:

- **“For one thing, we’re more predictable now. In the past, when we needed to add disk space for a customer, it took us weeks to get them disk space, and it took us a certain amount of downtime to add the new disk space to the system. Now, with the HP BladeSystem and the SAN, we can access new disk space within an hour of requesting it. So from the standpoint of processing power, the blades have been nothing but workhorses for us, and the business unit as a whole has seen dramatic improvements in applications response times.”** Publicis Re:Sources also takes advantage of a number of HP management tools such as the Rapid Deployment Pack (RDP), HP Systems Insight Manager (SIM), HP Integrated Lights-Out (iLO) technology, and HP OpenView in order to simplify and automate IT processes and give the company greater control over its IT environment. The ProLiant Essentials Rapid Deployment Pack, for example, has dramatically reduced deployment times enabling new physical and virtual servers to be deployed in less than 30 minutes. The company also uses HP Systems Insight Manager and HP OpenView products to detect and resolve potential problems with hardware and applications before they result in unplanned downtime. In addition, iLO has given the company better remote-monitoring abilities, and because iLO eliminates the need for local keyboards and monitors, it has increased the physical security of the data center and helped reduce heat generation.

- **“We have this capacity where a business may be running an environment of 100 different servers, for example, and we are able to bring them into the virtualized environment and put them on 25, 10, or even fewer HP blades. And because we bought ahead, in terms of our infrastructure, cabinets, storage, and so on and so forth, we’re able to continue these integrations and do it at a seemingly good cost point. From our perspective, we save a tremendous amount of money. From the customers’ perspective, they can see the value in fairly short order in coming to the shared-services center.”** By using VMware and ProLiant Essentials Virtualization Management Software, Publicis Re:Sources was able to consolidate 500 servers down to only 200, while still delivering the same number of applications and improving overall system performance. Even with server virtualization, Keenum pointed

out that the HP BladeSystem demonstrated “better throughput, better processing speeds, and better application performance.” The performance boosts have coincided with IT cost reductions, and Anschuetz was happy to note that Publicis has recorded a 10% reduction in its IT operational cost each year since the implementation of the new IT solution.

Publicis came to HP looking for a long-term strategic solution to its IT needs. The HP BladeSystem not only reduced IT cost and saved space, but Publicis saw immediate gains in system performance, scalability, and control. In fact, Publicis has more than doubled its initial HP ProLiant server blade acquisition, adding 300 new HP server blades over the last 3 years. Ultimately, this worldwide advertising and communications company chose to partner with HP because, beyond its technology offerings, HP possessed the business vision to help Publicis remain a world leader in its industry well into the future.

Customer solution at a glance

Challenge

- Decrease IT costs
- Simplify server configuration
- Reduce demands for data center space
- Consolidate, streamline, and standardize IT assets with each new acquisition
- Sustain/increase server performance and utilization
- Improve application performance, to enable Publicis to maintain a competitive advantage
- Increase IT responsiveness and improve management

Solution

Hardware

- HP ProLiant BL20p, BL30p, BL40p (up to two Intel Xeon™ processors) server blades
- HP ProLiant BL25p (up to two AMD Opteron™ 200 series processors) server blades
- HP Integrity BL60p (with Intel Itanium2™ processor) server blades
- HP9000 rp4400 server series (running the HP-UX 11i operating system)
- HP StorageWorks Enterprise Virtual Array (EVA) Fibre Channel storage area networks (SANs): EVA3000, EVA5000, EVA6000, and EVA8000
- HP StorageWorks ESL 712e Ultrium Tape Libraries

Software

- HP Systems Insight Manager (SIM) for server management
- HP Integrated Lights-Out (iLO) Standard Edition
- HP ProLiant Essentials Rapid Deployment Pack
- HP OpenView Operations
- HP OpenView Consolidated Service Desk
- HP OpenView Internet Services
- HP OpenView Performance Insight
- HP Storage Essentials Enterprise Suite
- VMware ESX

HP Services

- Implementation and training
- Ongoing service and support

"There isn't a single business that doesn't want to save money, but the thing that businesses talk so much about and are often not really well-equipped to do anything about is the buzzword "agile organization." That's really where we see the primary business gains from our investment in the HP BladeSystem. We really see, in a very tangible fashion, that we can now respond to business requests and client requests in a much more timely fashion. We have been able to use this as a competitive advantage and our clients have been able to realize improved efficiency and better ROI from their investment in our services."

—CIO Christian Anschuetz, Publicis Groupe Americas

About Publicis Re:Sources:

Publicis Re:Sources is a shared-services organization and a subsidiary of the Publicis Groupe (<http://www.publicis.com/corporate/en/00000indexbis.php>), one the world's largest advertising and media marketing companies. Publicis Re:Sources provides comprehensive IT support to the Publicis Groupe's Americas division, which boasts a client list of close to 90 of the largest companies and most well-recognized brands in the United States and Canada.

Results

Simplicity

- Improved streamlining of the acquisitions process

Agility

- Reduce new server processing and deployment times to under 30 minutes
- Increased remote functionality and control

Value

- Reduced operational costs of data centers by millions of U.S. dollars (10% annual cost reduction)
- Reduced data center space from 14,000 square feet to 1,600 square feet (89% decrease in floor space)
- Reduced system backup times by one-third
- Reduced power consumption and heat generation (improved power efficiency)
- Increased system availability, redundancy, and performance
- Greater infrastructure reliability and availability
- Better manageability and proactive troubleshooting capabilities

** This customer's results depend upon its unique business and IT environment, the way it used HP products and services and other factors. These results may not be typical; your results may vary.*

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