



Q ASSOCIATES



## FT Rewrites its Enterprise Data Storage Strategy

### COMMERCIAL

### KEY HIGHLIGHTS

#### Industry

Media

#### The Challenge

The Financial Times needed to initiate a new storage environment with resilience and scalability to handle with rapidly growing workloads

#### The Solution

NetApp FAS8040 high availability system ◀

Q NetApp Active Support ◀

#### Benefits

Cloud Integration ◀

High performance ◀

Easy to scale ◀

24/7 Support ◀



#### About the FT

A global must-read publication that's a cornerstone of the international business news industry, the Financial Times (FT) has won numerous awards for its high-quality journalism and editorial excellence.

Founded in 1888, today it is one of the world's leading and most trusted international sources of financial news, commentary, data and analysis. With its signature pink paper, the title currently boasts a combined print and digital circulation of over 900,000 paying readers – up from 780,000 in 2015 - and continues to experience fast-paced growth in subscriber numbers.

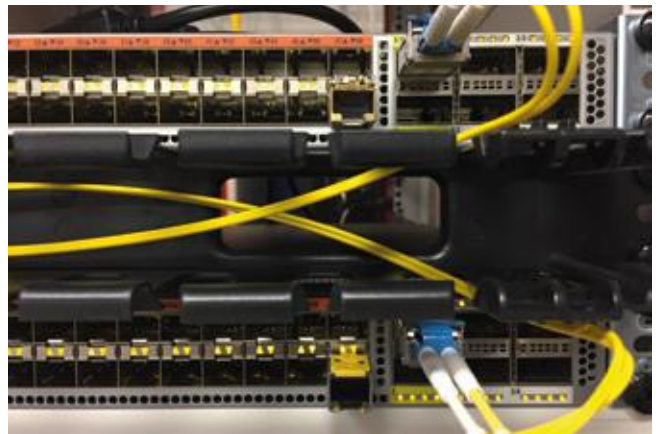
The first mainstream UK newspaper to call itself a digital content business and initiate a content paywall on its website back in 2002, more than half the FT's total revenue now comes from digital subscribers.

## The Challenge

With its current EMC storage systems approaching end-of-life, the FT decided this was the ideal time to initiate a new environment. One that would deliver enhanced resilience and performance, together with the scalability to cope with rapidly growing workloads.

“Storage systems play a mission critical role in assuring and enhancing the resilience of our infrastructure,” explains David Moor, Infrastructure Platform Manager at the FT. But finding the right converged platform capable of handling a variety of mixed workloads in both virtualised and non-virtualised environments was just part of the challenge. We also needed a partner to support the entire environment and ensure it’s optimised for performance – no matter what challenges we throw at it.”

Having taken the decision to move to a NetApp environment, David wanted to be certain the fit-for-purpose tailored solution included bullet proof replication and data recovery between two UK-based DC locations.



“Q Associates proved to be highly responsive,” he continues. “They talked us through a range of scenarios, clearly evaluating the strengths of each approach. Having finalised on FAS8040 high availability system, Q Associates were able to negotiate a great commercial deal on our behalf.”

## The Solution

Up against a demanding implementation deadline, the Q Associates team sprang into action and installation at both data centre sites proceeded without a hitch.

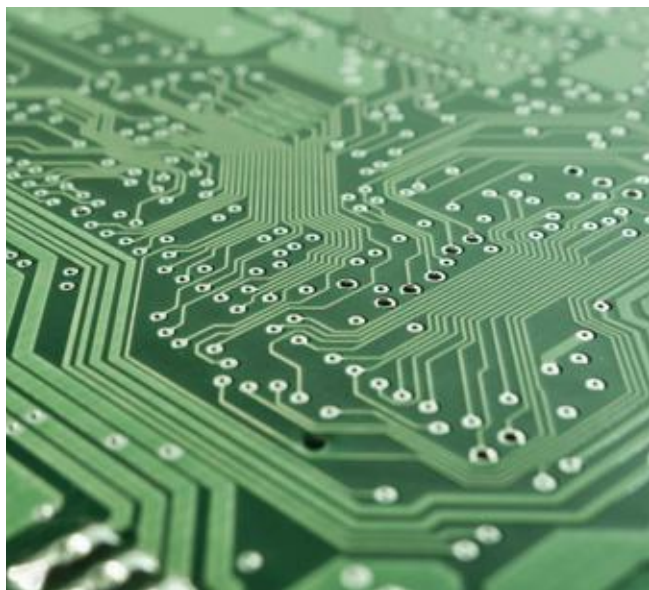
“There is a singular advantage to working with an organisation like Q Associates that is able to design and deliver a bespoke solution and subsequently investigate the root cause of any performance issues and make recommendations on how to resolve these,” explains David

As the FT journeys from a ‘cloud first’ stance to a ‘cloud only’ strategy, David depends on Q Associates for advice on the best way to evolve its new storage platform.



***“Q Associates proved to be highly responsive, they talked us through a range of scenarios, clearly evaluating the strengths of each approach.”***

*David Moor, Infrastructure Platform Manager, FT*



“We’re currently in discovery phase around the options available to us but have already put in place dashboards for our servers and data storage in the cloud so we can show individual business owners what their usage is – and that’s helping to build awareness across the business on the costs associated with the services they use,” continues David.

In the meantime, the FT has turned to Q Associates to undertake the active management and support of its storage and backup environment.

“We’d taken a basic 12 months break/fix support contract with Q Associates, but following an internal reorganisation took the decision to ask them to step in and undertake a more in-depth managed service around our storage.”

“We now use their Active Support service to handle changes, configurations, upgrades and performance reporting and they have full access to our change management system. They know our infrastructure inside out – how we use it and what we are doing

with it, and they are incredibly responsive to both planned and unplanned events. The model meets our needs very well – and their dedicated engineers are a virtual extension of our own team.”

## The Results

The FT now has an agile storage infrastructure in place that’s ideal for high performance, high capacity, high availability workloads and can support both scale-up and scale-out architectures. Providing a blue-print for moving future workloads and infrastructure to the cloud, the FT will be able to accelerate with confidence its ‘cloud only’ strategy over the coming years.

“We’re engaged in ongoing conversations with Q Associates about solutions that will integrate with our existing NetApp DC platforms into the cloud and they’re incredibly knowledgeable about which technologies are practical and appropriate for us to consider,” explains David.

In the meantime, the FT depends on Q Associates to maintain and support its current environment while plans for the next evolution continue to evolve.



***“They know our infrastructure inside out – how we use it and what we are doing with it, and they are incredibly responsive to both planned and unplanned events.”***

*David Moor, Infrastructure Platform Manager, FT*

*"It's the personal interaction with Q that we value most – they're more than just a vendor, they're our sounding board for new ideas."*

*David Moor, Infrastructure Platform Manager, FT*

## The Results - continued

"Q Associates are flexible and always prepared to go the extra mile – they'll deal with our problems out of hours, at weekends, whenever we call. And that kind of dedication is worth every penny to us," continues David.

"It's the personal interaction with Q that we value most – they're more than just a vendor, they're our sounding board for new ideas. We can email them and say; 'we're thinking about trying this' and they'll respond saying 'yes, we can point you in the right direction with that'. It's that 'can do' attitude is truly refreshing."

As the FT prepares for stay one-step-ahead of the game in what is a highly competitive field, the pressure is on to innovate across the organisation.

"With budgets under constant pressure, my priority is to give internal customers new and better services – and collaborating with an organisation like Q Associates ensures I'm able to achieve this goal," concludes David.



NetApp creates innovative storage and data management solutions and services that deliver outstanding cost efficiency and accelerate business breakthroughs. The world's leading companies rely on our solutions to achieve better economics, speed and scale of business. Discover our passion for helping customers around the world go further, faster at [www.netapp.com](http://www.netapp.com).

---

## Find out more

Please call 01635 248181

or email [info@qassociates.co.uk](mailto:info@qassociates.co.uk)

[www.qassociates.co.uk](http://www.qassociates.co.uk)

 /qassociates  @qassociates

Q Associates Ltd, Langley Business Court,  
Beedon, Newbury, Berkshire RG20 8RY

© 2018 NetApp, Inc. All rights reserved. No portions of this document may be reproduced without prior written consent of NetApp, Inc. Specifications are subject to change without notice. NetApp, the NetApp logo, Go further, faster, and SANtricity are trademarks or registered trademarks of NetApp, Inc. in the United States and/or other countries. All other brands or products are trademarks or registered trademarks of their respective holders and should be treated as such. CSS-6696-0314-enGB