GMO Media supports growing membership base of 11 million with increased stability and 400 percent faster processing speeds

- **Backup, recovery and archiving**
- **Data consolidation and storage**

"Previously, teams often had to wait for the storage to recover from a bottleneck to continue their workloads, however with the solution in place now, database processing times are 400 percent faster than previously."

Yoshihito Ueki, leader, systems maintenance division database support group, GMO Media

Customer profile

Company:	GMO Media Holdings
Industry:	Technology
Country:	Japan
Employees:	2,000
Website:	www.gmo.jp

Business need
The membership database of GMO Media Holdings manages the reward accounts of more than 11 million customers. When infrastructure supporting the system reached end-of-life, the company sought a stable, scalable replacement.

Solution
The company worked with Dell to deploy a Dell™ EqualLogic storage area network combined with Dell™ PowerEdge™ servers, protected by Dell ProSupport.

Benefits
- **Staff productivity increases as processing speeds rise by 400 percent**
- **Improved customer experience supports membership growth**
- **IT team gains efficiency with 50 percent faster deployment of storage area network**

GMO Media Holdings is a subsidiary of GMO Internet Group, Japan's leading provider of internet services. Through retail sites owned by the group, GMO Media runs a membership-based points system for consumers. Shoppers collect rewards points with their purchases, redeeming them at stores affiliated with the GMO TokuToku Point Program. The scheme is popular; the membership base consists of more than 11 million people and is growing by 5,000 users per day.

Technology at work

Services*

Dell™ ProSupport

Hardware

Dell PowerEdge™ R710 servers with Intel® Xeon® processor 5500 series

Dell EqualLogic PS6010S storage area network

Dell PowerConnect™ 8024F switches

Software

Intel® VT FlexMigration technology

Oracle Real Application Clusters 11g R2

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dell.com/casestudies and
dell.co.jp

Delivering an improved customer experience for membership expansion

The company runs an active/active cluster based on Oracle Real Application Clusters (RAC) 11g R2 for high availability, however the servers and storage supporting the software were at capacity and nearing end of life. The company decided to renew the infrastructure, with scalability and stability as top priorities.

Dai Uzui, director, systems maintenance, GMO Media, says, "If our database were to fail, our members would not be able to log-in and access our services. This would affect the entire GMO Internet Group, effectively putting a stop to our business. The system must run 24 hours a day, 365 days a year."

Yoshihito Ueki, leader, systems maintenance division database support group, GMO Media, says, "Because the demands on the platform are constantly evolving, we needed a system that could cope with sudden increases." Says Ueki, "We chose the SAN because its low latency and high I/O would help us deliver an improved customer experience, which helps us expand our membership."
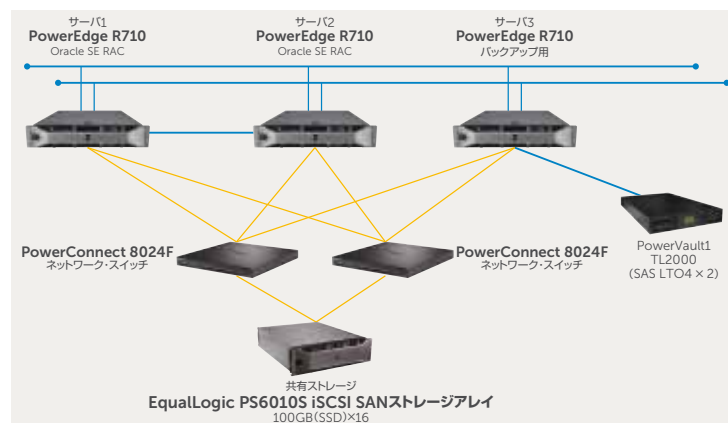
Staff productivity increases as processing speeds quadruple

GMO Media now have the secure, reliable storage they require for growing their customer base. Uzui says, "Having stable operations was the highest priority for the membership database system, and we've met our performance requirements with this solution."

Most importantly, employees can work more effectively now that applications run consistently. Uzui explains, "Previously, teams often had to wait for the storage to recover from a bottleneck to continue their workloads, however with the solution in place now, database processing times are 400 percent faster than previously."

IT team more efficient with infrastructure refresh

The company had strict deadlines for the deployment of the infrastructure. Ueki says, "We had our SAN up and running in half the time it took to deploy our previous storage system." Uzui and his colleagues also spend less time on routine maintenance. "In the past, our team spent a lot of time fixing basic issues, however with the Dell EqualLogic SAN, it looks after itself," he says.

サーバ1 **PowerEdge R710** Oracle SE RAC サーバ2 **PowerEdge R710** Oracle SE RAC サーバ3 **PowerEdge R710** バックアップ用

PowerConnect 8024F ネットワーク・スイッチ **PowerConnect 8024F** ネットワーク・スイッチ PowerVault1 TL2000 (SAS LTO4 × 2)

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EqualLogic PS6010S iSCSI SANストレージアレイ
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