

Logicalis Integrates Best-In-Class Reporting System for Kable News with New IBM On Demand Solution and Knowledgeable, Committed Customer Support

Kable News, established in the 1890s and headquartered in Mt. Morris, Illinois, is a world-class supplier of circulation and direct marketing services to the publishing, media, and direct marketing industry. With over 1,500 employees and 11 unique yet interrelated services—including newsstand distribution, magazine fulfillment, and direct mail services, Kable News is now the second-largest fulfillment services provider in the US.

Kable News is driven by two strong commitments: to provide complete satisfaction to customers with superior quality services of lasting value; and to excel in the development of effective and innovative services. Inspired by these two overarching philosophies, Kable News recently decided to develop a robust and all-inclusive reporting system to support a wide array of business needs.

The Challenge

Design and implement a scalable, high-capacity infrastructure; provide seamless integration with existing applications and storage systems; allow for easy expansion; provide greater data accessibility to customers; overcome intense competitive pressures.

The Solution

- An enterprise system based on IBM xSeries®, IBM BladeCenters, and TotalStorage™ technologies.
- **Business Type:** SMB
- **Industry:** Media/Publishing
- **Hardware:** IBM BladeCenter Servers, IBM xSeries® 366 Servers, IBM DS4000 TotalStorage® Server
- **Services:** Logicalis Integration Center services Competition: Dell installed, Sun platform recommended.

The Benefits

More responsive to customers through greater ease-of-use, real-time accessibility, and enhanced network performance; greater profitability through improved operational efficiencies; greater scalability for easy growth; lower total cost of ownership; greater customer loyalty; increased business opportunities through greater competitive advantage.

“Following our acquisition of a major competitor,” states Gordon Jones, Director of Technology, Kable News Company, “we were faced with integrating two diverse mainframe reporting systems into an environment that would provide a best-in-class reporting solution for our newly acquired and loyal current clients. The direction we selected was to develop a data warehouse using IBM’s xSeries Servers as the hardware platform.”

Logicalis Reports For Duty

Kable News was determined to streamline the reporting process. With the company motto ‘Excellence is No Accident’ in mind, Kable News knew it would only achieve its goal of improved service only through a concerted effort and an intentional, thoughtful approach. It also knew it would need outside help with its infrastructure needs. For this, Kable News turned to Logicalis, its trusted IBM business partner of many years.

“We had been working with Kable News for roughly five years with a lot of their infrastructure requirements, such as storage, IBM iSeries, pSeries and xSeries,” stated Kevin Gruneisen, IBM xSeries, Brand Manager, Logicalis. “A couple of years ago, they purchased the fulfillment services company from EDS, and approached us to assist in closing several business gaps identified during the acquisition phase.”

“A main consideration for us was who had the best vision of where they were taking their technology.”

Gordon Jones, Kable News Company

Logicalis is an international provider of high-performance IT integration solutions, delivering secure, converged computing and communications infrastructure and services. Its integrated services comprise the architecture, deployment, integration and management of customers' networks and systems to deliver optimum solutions that meet their needs, backed up by a customer-endorsed track record of technical excellence. Over 5,000 private companies and public institutions recognize Logicalis for its ability to deliver on its promises with advanced, high-performing, cost-effective technology solutions.

“Kable News had been a consistent Dell account,” added Gruneisen. “When they first came to us looking for a solution to help manage their new 3-terabyte data warehouse, they were strongly considering the Sun platform and its Opteron-based server boxes. In addition to discussing our proposed solution with them at the IBM RTP Executive Briefing Center, we brought them into our IBM Business Partner Innovation Center in Chicago and took them through the IBM xSeries product line and VMware. What the executives at Kable News learned about the IBM BladeCenter and xSeries technologies during these visits, along with the capabilities of the Logicalis Integration Center to integrate, load software, burn in, and test their systems, convinced them that the IBM/Logicalis solution would provide the greatest benefits to support their new infrastructure.”

With the help of Logicalis, Kable News went on to implement a full IBM On Demand Business solution, which included the IBM BladeCenter, eight xSeries 366 servers, and IBM's DS4000 TotalStorage Server. Kable News initiated the process in June 2005, and within one month, Logicalis had integrated the IBM solution with Kable News' mainframe systems, data staging area, and SQLservers.

By All Reports, Logicalis and IBM helped Kable News Achieve Success.

What may have ultimately swayed Kable News to go with IBM was its new X3 architecture and the horsepower afforded by the Intel® Xeon® processors. “A main consideration for us was who had the best vision of where they were taking their technology,” states Jones. “At the time, IBM's X3 architecture was fairly new, and we wanted to learn more about it. After meeting with Logicalis and IBM's High Performance Computing Team, we were convinced that IBM's X3 architecture and the single- and dual-core Xeon processors were the way to go. Investing in four-way Intel processor-based servers today with the ability to turn them into eight-way servers later without having to replace the entire server box greatly reduces our total cost of ownership.”

The comprehensive IBM On Demand solution allows Kable News to provide several benefits to its valued customers. With complete web-based access, customers can view account information and query circulation and financial statistical information in real time, and the network's enhanced performance means they can do it without delay. Such added value allows customers to work more efficiently, save time, and increase their competitive advantage.

For its part, Kable News can now store and manage its volumes of data more easily due to an increase in capacity and improved scalability, giving the company plenty of room to grow at a relatively low cost. In addition, Kable News will realize greater profitability through enhanced operational efficiencies and achieve an increase in overall revenues through enhanced customer loyalty and an increased number of new business opportunities.

What can we do for your organization?

Contact Logicalis to learn how we can help you realize the benefits of smart IT solutions. Visit us on the Web at www.us.logicalis.com, or call 866-456-4422 today.

 **LOGICALIS**
Business and technology working as one