The Asahi Shimbun
Japan's Leading National Newspaper

# The Asahi Shimbun Company: Middle Mile WAN Deployment

The Asahi Shimbun Company is a multi-national media publishing company. The company owns Japan's #2 newspaper "Asahi Shimbun" with a circulation of 12 million readers and is the largest shareholder of Asahi National Broadcasting (TV Asahi). The company also publishes books, magazines and provides media content to internet news sites and cellular phone subscribers.

## The Challenge:

### Edge Deployment of Dynamic Cellular Rich Media

One of Asahi Shimbun's fastest growing businesses is the delivery of regionalized high quality, rich media content to cellular phone subscribers. The content includes headline news, weather information, financial updates, and rich media such as music videos, movie trailers and sports highlights. The dynamic nature of the content requires frequent updates and deletion of expired content from edge servers providing last mile deployment.

Since inception Asahi Shimbun's Electronic Media & Broadcasting Division has experienced tremendous growth in it subscriber base. Equally, the amount of content and the size of files being served have expanded. In order to maintain its high quality of service, the Company has significantly expanded its server and network infrastructure. With a rapid escalation of servers under management and increase in content, Asahi Shimbun's IT Department needed a robust, easy-to-manage solution for middle-mile content deployment. "As the number of servers grew, the burden on our IT department increased," said Mr. Hiroshi Yokoyama, Manager, Electronic Media & Broadcasting Division for Asahi Shimbun. "We needed a solution that could handle rapidly growing volumes of data and provide fault tolerant operations."

## The Solution:

### Implementing RepliWeb Directory Synchronization (RDS)

Asahi Shimbun conducted months of due diligence and research on commercial replication solutions that were compatible with Sun Solaris. Additional key criteria included: replication status monitoring, reporting functions that tied into existing business systems, functionality and cost. "After months of research and testing, RepliWeb's RDS product was deemed the most scalable, feature rich and cost effective solution for middle-mile content deployment", commented Mr. Toshiya Koinuma, Deputy Manager, Electronic Media & Broadcasting Division of the Asahi Shimbun Company.

### Benefits

- Centralized Management
- Highly Scalable
- Stateless Application
- Robust Scheduling
- Detailed Reporting

"RDS was the most scalable, feature rich and cost effective solution."

***Mr. Toshiya Koinuma, Deputy Manager***

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After further stress testing, RDS was deployed on the Company's Solaris servers. RDS pulls content from Asahi Shimbun's publishing systems and pushes the content out to ten production web servers. Deployments occur every minute. RDS seamlessly keeps production servers updated, deletes the old content and provides Management with detailed reporting.

## About RDS

RepliWeb Directory Synchronization (RDS) is a peer-to-peer file replication and file synchronization solution for enterprises operating in running cross platform server environments (Windows, UNIX, Linux, NAS). RDS enables the scheduled deployment of file systems over any IP-based network regardless of content type, volume or production environment.

## About RepliWeb

RepliWeb accelerates information availability, offering organizations highly reliable, secure and accelerated file transfer and content deployment solutions. The company's software solutions automate and guarantee the delivery of files throughout local and distributed enterprise-computing environments. Engineered for durability and flexibility, RepliWeb delivers uninterrupted file transfer workflows in the most demanding, content-intensive environments and offers seamless integration with existing IT infrastructure. Hundreds of information driven organizations that place a high value on their digital assets rely on RepliWeb.

### Network Environment and Applications

- WAN Distributions
- High Volume Data
- Solaris Operating System
- Apache Web Servers

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