

# CASE STUDY

## NORTHCLIFFE NEWSPAPERS

**Northcliffe Newspapers Group Limited** is one of the largest and most successful regional newspaper publishers in the UK

### Background

Access to data is vital for any company, whether it is Exchange, SQL or just file data, without it most companies are unable to operate efficiently – this can lead to lost revenues and infuriated customers.

Northcliffe Newspapers Group Ltd is one of the largest and most successful regional newspaper publishers in the UK. Established in 1928, Northcliffe is a wholly owned subsidiary of the Daily Mail & General Trust and produces more than 9 million newspapers in an average week.

For many years Northcliffe have been successfully using PC server technology for the production of publications. Resilience and uptime had been managed by using a combination of RAID technology and redundant servers that could be brought on line relatively quickly.

### Challenge

For two key reasons their existing strategy was not going to be good enough to meet the future requirements. Roy Martin, Northcliffe Group IT Director, goes onto explain ***“We had reached a position that if a server failed at the wrong time of day we would not have time to bring it back on line, so we needed to consider real time redundancy cost of the critical nature of producing newspapers. We needed a sophisticated resilient system that was simple to support”***

### The Solution

Basic Business Systems Ltd have supplied computer products and services to the Northcliffe Newspapers Group for more than 12 years. Working with basic a number of options were identified. These systems were evaluated with Northcliffe’s strategy in mind, resilience but with a low cost of ownership. Following a six month project a clear winner became apparent, Double-Take from NSI-Software.

Double-Take was chosen based on its simplicity when failing over to backup servers and its flexibility of configuration. Double-Take sat neatly in the background of the Windows server and did not affect the production server’s efficiency or flood the network with traffic when replicating data.

Double-Take is used to replicate Exchange, SQL and file data, it operates in a transactional mode with write order preservation ensuring data integrity. The product was also tested with Northcliffe’s key Editorial and Advertising systems and found to work perfectly with some minor modifications. The Target Servers do not need to match the exact configuration of any of the source servers it is backing up just as long as it has sufficient processing power and disk storage.

Having met the criteria Roy Martin makes this assessment ***“A simple and effective solution, which provides protection to Northcliffe’s critical data and significantly reduces the risk to the business from server failure. Working in partnership with Basic Business Systems has helped us achieve our goal and realise the potential of Double-Take.”***

Northcliffe have now successfully protected 50% of their sites, and, by the end of October 2003 plan to have all sites upgraded with the Double-Take standard.

**Double-Take Software**  
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Recovery made easy.

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### **About Northcliffe Newspapers Group**

Northcliffe Newspapers Group is one of the largest and most successful regional newspaper publishers in the UK. Established in 1928 by the 1st Viscount Rothermere, Northcliffe is a wholly owned subsidiary of the Daily Mail & General Trust. Renowned as a leading force in regional journalism, with an established group of quality local newspapers.

### **About Basic Business Systems Limited**

Formed in 1979, in the UK Midlands, Basic have built an enviable reputation for reliability, integrity and superior business support. Basic is managed for long term growth and prosperity and whilst products and services change, the Basic business ethos has remained. Basic aim to be at the forefront of offering technology services and solutions that provide measurable business benefits. Basic are now one of the UK's premier providers of Double-Take systems. [www.basic.co.uk](http://www.basic.co.uk)

### **About Double-Take Software**

Headquartered in Southborough, Massachusetts, Double-Take® Software (Nasdaq: DBTK) is a leading provider of affordable software for recoverability, including continuous data replication, application availability and system state protection. Double-Take Software products and services enable customers to protect and recover business-critical data and applications such as Microsoft Exchange, SQL, and Sharepoint in both physical and virtual environments. With its unparalleled partner programs, technical support, and professional services, Double-Take Software is the solution of choice for more than ten thousand customers worldwide, from SME's to the Fortune 500. Information about Double-Take Software's products and services can be found at [www.doubletake.com](http://www.doubletake.com).

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