

ProSiebenSat.1 Produktion

German TV company installs new Informix Dynamic Server and boosts response times by up to 50 percent.

| Overview |
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| ProSiebenSat.1 Produktion Berlin/Munich, Germany www.prosiebensat1produktion.com |
| Industry <ul style="list-style-type: none"> Media and Entertainment |
| Employees <ul style="list-style-type: none"> 1,000 |
| Products <ul style="list-style-type: none"> IBM Informix® Dynamic Server (IDS) IBM IDS 11 |



“The high reliability, new features and superb transaction throughput in the next-generation Informix Dynamic Server will help us increase response times by up to 50 percent. This is critical in ensuring that we can effectively support innovative new services and aggressive growth.”

— Markus Holzbauer, Senior Administrator,
Media & Production Systems, ProSiebenSat.1 Produktion

Running more than 12 national and international TV stations in Germany, Austria, Switzerland, Canada and the United States, ProSiebenSat.1 Produktion provides a comprehensive range of television and multimedia production services for Germany’s largest private television company, the ProSiebenSat.1 group. The company also delivers the IT and TV program transmission services that enable the ProSiebenSat.1 group to continue innovating and growing.

Challenge

High availability is critical for the company’s information infrastructure, which supports vital revenue-generating services for advertising, sales and broadcast planning, and an SAP R/3 customer relationship management system. Additionally, with limited resources, ProSiebenSat.1 Produktion needed a data management solution that was easy to manage and maintain.

Solution

For nearly 10 years, ProSiebenSat.1 Produktion has used IBM Informix Dynamic Server (IDS) to build a flexible, resilient, high-performance and stable information infrastructure for leveraging information on demand. With IDS software, ProSiebenSat.1 Produktion has realized uninterrupted uptime and optimal performance. Because IDS simplifies and automates many database management tasks, the company needs only three database administrators (DBAs) to support its data environment. The company plans to upgrade to IDS 11 to further optimize performance and reduce total cost of ownership. In beta tests, the company has seen enormous performance improvements with the software’s optimistic concurrency feature, which helps increase the number of simultaneous transactions while maintaining data consistency. The new SQL query drill-down feature in IDS 11 Admin has helped the company’s DBAs more quickly isolate the root cause of application performance problems. And new advanced administrative capabilities are increasing DBA productivity even further.

Benefits

- 10–20 percent reduction in DBA workload
- Up to 50 percent increase in response time from IDS 7.31 through new IDS 11 features
- Less than 5 minutes to upgrade key application
- Reduced total cost of ownership
- Outstanding stability of business-critical services



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