Switched PDUs Provide Uptime and Remote Management for picturemaxx and their 10,000 clients

CASE STUDY - picturemaxx

picturemaxx

WHO
Michael Weinrich
http://www.picturemaxx.com/
Senior DevOps Engineer
picturemaxx AG
Based in Germany
Founded in 1983

INDUSTRY
Media Asset Management / Enterprise
Content Management

LOCATION
Munich, Germany

ABOUT PICTUREMAXX
picturemaxx now has greater than 1.5 petabytes of storage devoted to managing digital media of all sorts, and supports over 10,000 clients with software and services that distribute more than a billion media assets.

CHALLENGES
• Uptime
• Reliability
• Lockups resulting from complex
  software stack

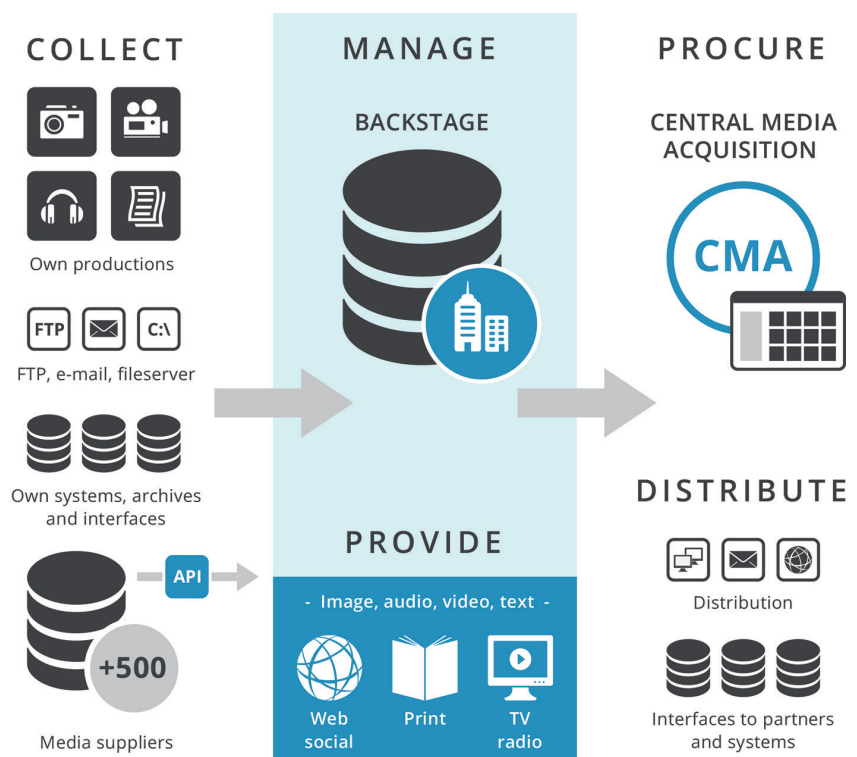### SOLUTION
• Switched PDUs providing remote power
  management

BENEFITS
• Cost effective remote power
  management

Server Technology®
Quality Rack Power Solutions

Learn how Server Technology® Supported picturemaxx

About picturemaxx
Based in Munich, Germany, picturemaxx has been in business for over 30 years working as an innovator of technology supporting the media industry. Originally established as a provider for picture databases in a time when pictures used to be physical, picturemaxx now has greater than 1.5 petabytes of storage devoted to managing digital media of all sorts, and supports over 10,000 clients with software and services that distribute more than a billion media assets. picturemaxx is a supplier to the professional media market, marketing communications and information management sectors. Photo agencies, publishers, newsrooms and media houses around the globe have come to rely on picturemaxx to acquire, distribute, license, and manage their digital media such as photographs, videos, text and audio files. On average, picturemaxx processes nearly a million media files daily. It is not unusual for a single news or sporting event to generate more than 100,000 new files for picturemaxx to ingest and manage.

COLLECT

Own productions

FTP, e-mail, fileserver

Own systems, archives
and interfaces

API

+500

Media suppliers

MANAGE

BACKSTAGE

PROVIDE

- Image, audio, video, text -

Web
social

Print

TV
radio

PROCURE

CENTRAL MEDIA
ACQUISITION

CMA

DISTRIBUTE

Distribution

Interfaces to partners
and systems

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Michael Weinrich
Senior DevOps Engineer

"When you have 600 applications and over a billion digital media assets, making sure IT is working as planned is absolutely critical."

At the heart of its offering are services and software tools that enable digital content to be ingested, processed, archived, distributed, marketed, managed, searched and purchased. Using only a web browser, users can access their media archive anytime, anywhere without installing software or performing routine updates. picturemaxx provides Software as a Service (SaaS) and develops and licenses highly efficient Media Asset Management (MAM) software, along with Enterprise Content Management software.

Throughout Germany, publications such as Spiegel, Stern, Gala and BILD use picturemaxx products and services. Süddeutsche Zeitung, Handelsblatt, Bunte, and major newsrooms in the country use picturemaxx software as well. "The result of our work can be seen every day on the well-stocked magazine shelves of airport bookstores, display kiosks, supermarket shelves and petrol stations", said Michael Weinrich, Senior DevOps Engineer at picturemaxx.

The Challenge
picturemaxx develops all of its software applications and services in house, based on a combination of open source software and proprietary solutions. The majority of its staff work in the IT department creating and maintaining the applications from which picturemaxx derives its revenues. In today's lean environment, maximizing uptime of the server infrastructure is crucial to the financial success of the company. For safety and performance reasons, picturemaxx houses its physical servers and storage hardware in an off-site colocation datacenter facility.

Working in such an environment, running hundreds of applications across multitudes of remotely located servers and storage arrays requires a very complex software stack. And while the adoption of virtual machine technology has meant that a lot of software problems can be solved through the restart of a virtual machine, occasionally a cold reboot of the hardware is required to restore things to working order. With an offsite datacenter, cycling a machine on and off means either lost time to travel to the facility or else an expensive "remote hands" support call to the colocation provider.
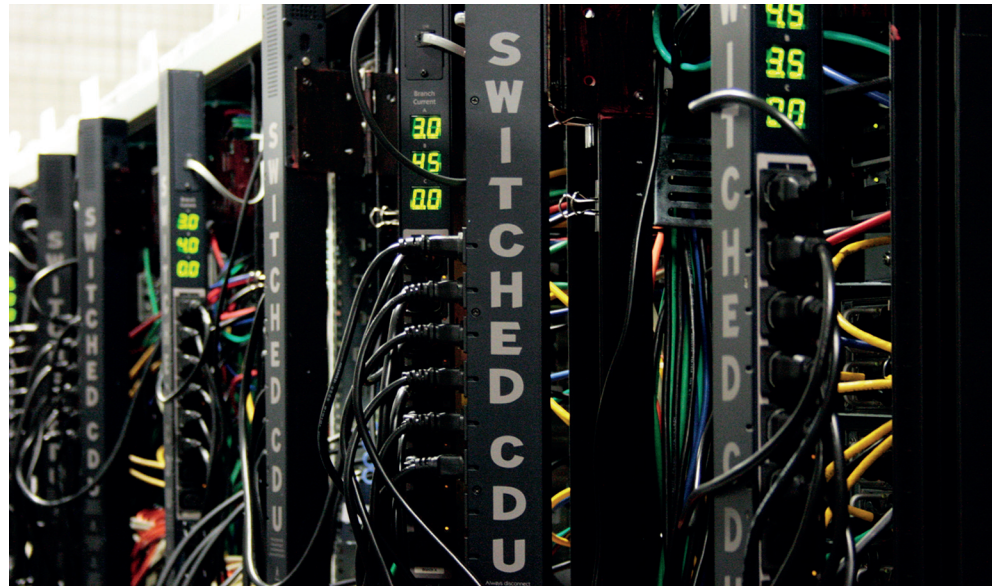
The Solution
Early in the development of the physical hardware systems employed by picturemaxx, Michael came across the Switched power distribution units (PDUs) from Server Technology. The zero-U form factor of a vertical power strip, combined with the remote management capability that comes from the Switched product family, gave Michael the perfect solution for powering his infrastructure.

Server Technology
Quality Rack Power Solutions

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Michael Weinrich
Senior DevOps Engineer

"It only takes one or two instances of a locked up server being remotely reset to pay for the functionality of a Switched PDU,"
says Michael .

Michael worked with a reseller partner and his local Server Technology representative in order to pick the ideal product for his application. In this case, it was PDU from the Switched product family. With the ability to remotely manage individual outlets and cycle power to them, Michael and the developers at picturemaxx were able to reboot stuck servers without the need for a trip to the colocation facility or calling for "remote hands" to manually go and cycle power on the server. "It only takes one or two instances of a locked up server being remotely reset to pay for the functionality of a Switched PDU," says Michael .

Benefits
The positive benefits of working with the Server Technology products have been numerous. "We are able to see our combined power draw at the rack level. We can quickly recover from a locked up server. And we have capabilities that we have not even tapped yet with the support for remote temperature and humidity measurement and reporting." Reliability has been outstanding for Michael, with zero field failures in his installation.

For Michael and the picturemaxx team, the Switched PDU offering from Server Technology has proven to be both reliable and cost effective. The next time that they expand their infrastructure, Michael will be sure to include PDUs from Server Technology as a part of his deployment.

For More Information
www.servertechnology.com
http://www.servertech.com/solutions/uptime-solutions
http://www.servertech.com/products/sentry-power-manager
http://www.servertech.com/products/switched-pdus/

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Why Server Technology

Server Technology's power strategy experts have provided power solutions for labs, datacenters, branch offices and telecommunications operations for 30 years. Over 60,000 customers around the world rely on our cabinet power distribution units and award winning power management solutions to reduce downtime, facilitate capacity planning, improve energy utilization, and drive efficiency. With the best quality, best technical support and most patents, Server Technology products provide uncompromising reliability, innovation, and value for the datacenter. Only with Server Technology will customers Stay Powered, Be Supported and Get Ahead. www.servertech.com

Interested in learning more about how Server Technology can help you manage and distribute power in your datacenter?
Visit us online at: **www.servertech.com/products/**

Stay Powered   Be Supported   Get Ahead

From Your Power Strategy Experts

Server Technology
Quality Rack Power Solutions

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