



## Server Technology Switched PDUs Provide Uptime and Remote Management for 10,000 picturemaxx clients

### CASE STUDY | picturemaxx

#### WHO

Michael Weinrich  
Senior DevOps Engineer  
picturemaxx AG  
Based in Germany  
Founded in 1983

#### INDUSTRY

Media Asset Management and  
Enterprise Content Management

#### LOCATION

Munich, Germany

#### CHALLENGES

- Uptime
- Reliability
- Lockups resulting from complex software stack

#### SOLUTIONS

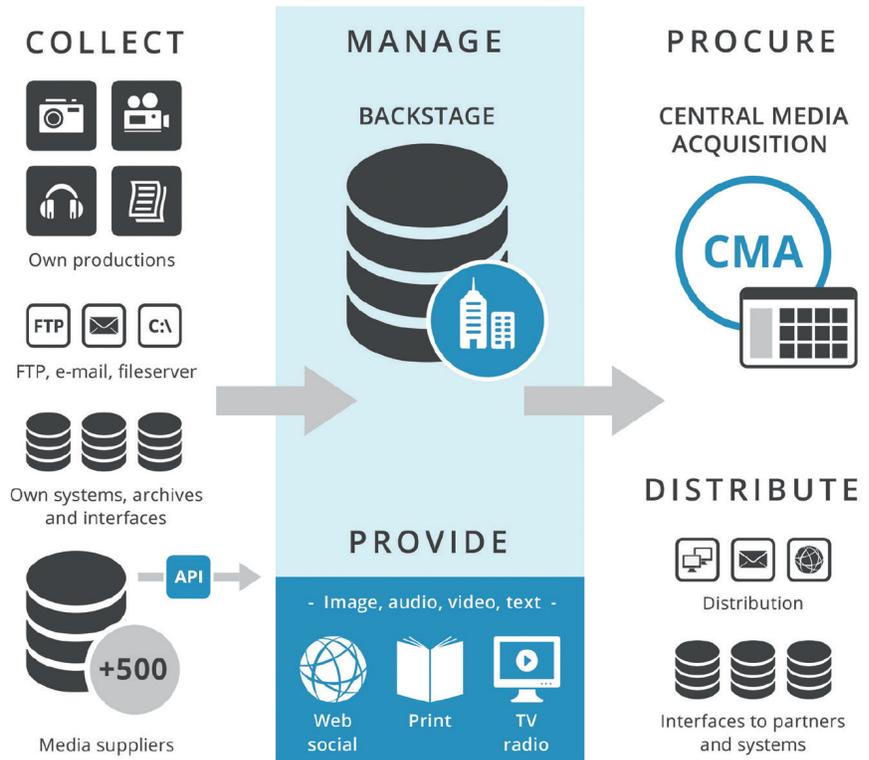
Switched PDUs providing remote  
power management

#### BENEFITS

Cost effective remote power  
management

### 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.



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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.

Michael worked with a reseller and his local Server Technology representative in order to pick the ideal product for his application. In this case, it was a 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

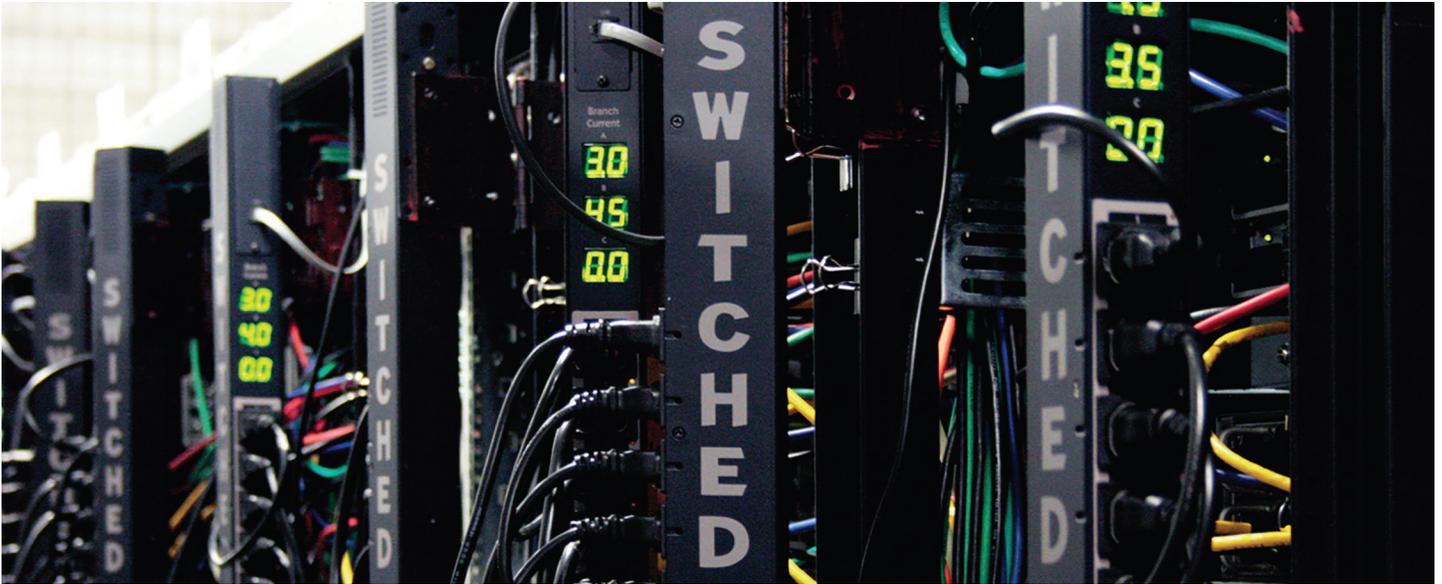
*"When you have 600 applications and over a billion digital media assets, making sure IT is working as planned is absolutely critical."*

**Michael Weinrich**  
Senior DevOps Engineer



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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.

*“It only takes one or two instances of a locked up server being remotely reset to pay for the functionality of a Switched PDU”*

**Michael Weinrich**  
Senior DevOps Engineer



## About Server Technology®

Server Technology, a brand of Legrand, is leading the engineering and manufacturing of customer-driven, innovative and exceptionally reliable power, access and control solutions for monitoring and managing critical IT assets for continual availability.

Server Technology's power strategy experts are trusted to provide Rack PDU solutions for data centers worldwide ranging from small technology startups to Fortune 100 powerhouses. Because power is all we do, Server Technology can be found in the best cloud and colocation providers, forward thinking labs, and telecommunications operations.

Server Technology customers consistently rank us as providing the highest quality PDUs, the best customer support, and most valuable innovation. We have over 12,000 PDU configurations to fit every data center need and most of our PDUs are shipped within 10 days.



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Find the best PDU for your data center

[servertech.com/rack-pdu-buying-guide](http://servertech.com/rack-pdu-buying-guide)



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Tools to simplify the PDU buying process

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