

BBDO INTERACTIVE relies on Linux and DB2 for 99.99 percent Web hosting uptime.

Overview

■ **Application**

Web hosting, e-commerce and e-business services

■ **Business Benefits**

Operating environment licensing fees 80% lower than comparable installations; TCO estimated at 75% less than comparable installations; enhanced ability to attract customers with 99.99 percent uptime and low pricing; no payment of penalties for downtime

■ **Software**

IBM DB2® Universal Database™ Enterprise Edition for Linux®, Version 7.2

■ **Servers**

IBM® server xSeries™ servers

■ **Business Partner**

SteelEye Technology, Computer Concept



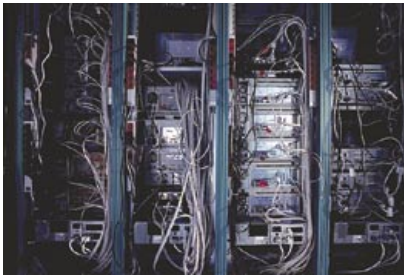
Headquartered in ultramodern premises in Düsseldorf, Germany, BBDO INTERACTIVE has won many prestigious awards for its bold creative vision.

Whether they are selling cars or candy bars, advertisements have become more than just marketing tools. They've been elevated to the realm of entertainment. And Web sites are one of the newest channels.

BBDO INTERACTIVE, a German Web design and hosting service provider, is on the forefront of this market. Based in Düsseldorf, it is a subsidiary of BBDO, one of the world's largest advertising agencies. BBDO INTERACTIVE has won praise throughout the worldwide media industry for

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*—Andreas Walter, IT Manager,
BBDO INTERACTIVE*



To ensure the high availability and reliability of its core Web infrastructure, BBDO INTERACTIVE selected IBM *@server* xSeries systems running IBM DB2 Universal Database under Linux.

its innovative Web sites, marketing brands such as Snickers, Volkswagen and Ericsson. Another satisfied customer of BBDO INTERACTIVE is the Deutsche Post (German Postal Service). At a dedicated Web site hosted by BBDO INTERACTIVE, Webtransfer.de, Deutsche Post provides functionality to support online auctions and purchases, such as funds transfer from buyer to seller and the mechanisms to enable and control the transfer of goods from seller to buyer.

To thrive in its competitive industry, BBDO INTERACTIVE sought to attract more clients by offering the kind of high availability that so many of them were demanding—99.99 percent uptime for their hosted Web applications—at pricing attractive to any bottom line. With those requirements in mind, BBDO INTERACTIVE knew exactly the right foundation

on which to base its core Web infrastructures—IBM DB2 Universal Database Enterprise Edition for Linux on IBM *@server* xSeries 330 servers running Red Hat Linux in a high-availability configuration.

“We chose xSeries because of its superior performance in the Linux environment, and because of the ease of installation using IBM C2T™ Interconnect™ cabling technology,” notes Andreas Walter, IT manager at BBDO INTERACTIVE. “Furthermore, using proven hardware from IBM meant reducing the number of vendors involved in the project, which enabled us to rely on a single supplier we knew we could trust.” BBDO INTERACTIVE deploys a variety of other solutions from IBM, including IBM Lotus® Workflow™, IBM Lotus Domino™ for e-mail and enterprise communications, and IBM Tivoli® Storage Manager for backup of enterprise data, he adds.

“IBM DB2 for Linux offers the scalable, Web-ready database we need to deliver top-level performance and availability, at a total cost of ownership we believe to be at least 75 percent lower than that of any comparable solution.”

—Andreas Walter

Walter continues, "Linux provides a very stable operating environment and IBM provides very stable hardware. IBM has been working with Linux for a long time and is committed to the platform. We are certain this proven combination of Linux and IBM xSeries will meet our customers' high availability expectations. And IBM DB2 for Linux offers the scalable, Web-ready database we need to deliver top-level performance and availability for a variety of Web-based applications, at a total cost of ownership we believe to be at least 75 percent lower than that of any comparable solution."

High availability combined with cost effectiveness

Drawing on the talents of its developers, BBDO INTERACTIVE is offering much more than the informational Web sites that help market products and services. Companies look to BBDO INTERACTIVE to provide hosted e-business and e-commerce solutions and applications, integrated with functions for Web content management, security, database management and more.

Seeking to expand its market base beyond large companies to reach small and mid-sized customers, BBDO INTERACTIVE knew it needed to offer these services at a low price. With that in mind the company did not even consider vendors other than IBM. "Whether customers want



BBDO INTERACTIVE maintains a threefold quality management effort, encompassing technical research, consultation and programming, and ongoing project management.

us to deliver an interactive catalog or an informational Web site, with an e-business infrastructure based on DB2 for Linux and xSeries servers we can offer excellent value without compromising on quality," says Walter. "As a result of choosing Linux, we have spent 80 percent less in licensing fees than we would have on a comparable installation with another operating system."

BBDO INTERACTIVE has worked with DB2 since 1996, and that history also persuaded the company to choose an IBM solution. "DB2 has always been an affordable database that's easy to maintain and easy to integrate into any e-business architecture," says Walter. "So when you run DB2 on the Linux platform, the value increases tremendously."

Robust clustering solution eliminates downtime

To further enhance the availability of its Web hosting solution, BBDO INTERACTIVE relies on LifeKeeper for DB2 clustering software from IBM Business Partner SteelEye to create a Linux cluster running on xSeries 330 servers. LifeKeeper provides fault resilience, allowing failover to other production servers in the cluster. The software also detects hardware component and application faults through multiple mechanisms, before they cause system failure. In addition, LifeKeeper goes beyond just shifting incoming IP packets the way simple load-balancing solutions do. Instead, the clustering software migrates applications, connectivity and protected resources to another server in the cluster.

"We chose SteelEye because we need 99.99 percent availability, nothing less," says Harald Wilhelm, BBDO INTERACTIVE DB2 administrator.

"According to our service level agreements with our customers, should their sites go down, we must pay a penalty fee. So even if our machines were down for only an hour, the costs would be huge. With SteelEye LifeKeeper clustering software, we never have to worry about downtime."

Now that SteelEye has attained IBM's ServerProven® validation for its LifeKeeper products running on xSeries servers with the Linux operating system, customers such as BBDO INTERACTIVE can be even more confident that the products will run reliably in their xSeries and Linux environment. The solution is even faster to implement and comes with even greater levels of support.

Failover functionality means no interruption of service

The Deutsche Post implementation relies upon two xSeries 330 servers in a Linux cluster with data management provided by one instance of DB2 Universal Database Enterprise Edition, Version 7.2. If one server fails, the high availability cluster switches over to the other database within ten seconds—making the interruption of service almost imperceptible for end users. IBM Business Partner Computer Concept, an IT services provider, managed the systems integration.

This implementation is just one example of how BBDO INTERACTIVE's new IBM and Linux Web infrastructure can be tailored to suit the Web hosting needs of individual clients. "DB2 has consistently demonstrated itself to be the most scalable, cost effective and reliable data management platform available, and running it on the Linux platform with xSeries servers strengthens these benefits," says Walter. "Without Linux and IBM technologies, we'd be hard-pressed to help our clients spread the word about their goods and services in such a cost-effective manner."

For more information

Please contact your IBM marketing representative or IBM Business Partner.

Visit us at: ibm.com/linux

For more information about BBDO INTERACTIVE, Computer Concept and SteelEye Technology, visit:
www.bbdo-interactive.de
www.cc-dresden.de
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