

## **IBM Shark propels EMI Compact Disc into data storage groove**

**Amsterdam, 1 August 2000.....EMI's largest production office in the world, EMI Compact Disc Netherlands, where 170 million CDs and 15 million MCs are manufactured annually, has implemented an IBM Shark Enterprise Storage Server (ESS) for its central data storage. By doing so, EMI has shifted to a Storage Area Network (SAN), the new open standard architecture for storage systems and has gained access to a stable, considerably quicker environment for central data storage and disaster recovery.**

**For EMI Compact Disc Netherlands, IBM's Shark is an important addition to data storage and data management within the company. All EMI internal company data, including e-mails, production information, financial data and administrative and logistic data, are now centralized in the ESS system.**

**The IBM Shark Enterprise Storage Server (ESS) is a new generation of disk storage system, combining high speed back-up with scalability and universal access to any operating environment. The fact that all types of environments can be accessed is a particularly important factor for EMI in deciding to use IBM's Shark. Over the years, a heterogeneous IT environment came into being at EMI, combining the mainframes, the RS/6000 and AS/400 servers, and the NT and Novell environments.**

**The implementation was by IBM in collaboration with IBM Business Partner, E-Storage.**

**The music industry is changing rapidly, placing increasing demands on the available storage systems. The Shark ESS provides EMI with a highly scalable storage system, which makes it possible to respond swiftly to new trends and market developments.**

**Hans van de Snepscheut, Operations IT Support Manager at EMI: "We have shortened the daily back-up routines considerably, now that all data is stored centrally. ESS guarantees availability is easy to manage, and offers a high degree of scalability. We can expand to a system of countless terabytes, simply by placing extra disks. Thanks to Shark, our heterogeneous IT structure is not an obstacle to the company's development?"**

### **EMI Compact Disc**

**EMI Compact Disc Netherlands is EMI's largest production office in the world. EMI produces CDs and MCs, which are sent from the Central Warehouse in Uden to EMI/Virgin Marketing companies all over the world. EMI Compact Disc Netherlands produces and supplies some 170 million CDs and 15 million MCs yearly. More than 800 employees work in Uden.**

## **IBM Enterprise Storage Server**

**The Shark Enterprise Storage Server is the high-performance disk storage solution from IBM, the world leader in storage systems, software, services and technology. Built on the foundation of IBM's Seascape Storage Enterprise Architecture, Shark works with the industry's leading servers and operating systems including Windows NT, UNIX, Novell NetWare, S/390 and AS/400 -- and with a variety of interfaces, including Fibre Channel, Ultra SCSI and ESCON. Shark incorporates IBM unique technology such as Parallel Access Volumes (PAV), currently unavailable in competing systems from EMC and Hitachi Data Systems.**

**For more information on the Enterprise Storage Server and its performance advantages over competing products, visit [www.ibm.com/storage](http://www.ibm.com/storage).**

**For more information:**

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