

CASE STUDY

Major Croatian Publisher in Partnership with MRV



EPH's main building in Zagreb, Croatia

The Background

EuropaPress Holding is a leading figure in the Croatian Press and Editing market. The beginning of 2003 was a crucial point in the development of EuropaPress Holding's LAN: the current central switch was outdated (an old NBase product), while a constant increase in the number of workplaces/users had hit the 600 barrier.

After numerous and thorough tests of various vendors, Cisco and MRV Communications remained in the competition for becoming the possible supplier of the 'brain' of the next generation architecture in their LAN infrastructure. After the competitive bidding stages, some further technical presentations and clarifications, MRV was the winner. EPH and MRV have a long, fruitful and successful common history: EPH's partnership with MRV (then, NBase) started in 1997 through one of the first Gigabit Ethernet implementations at that time (certainly first in Croatia). After a very successful start, the new daily edition 'Jutarnji list' had an explosive growth, reaching a circulation of over 100.000 within the first couple of months. With that came also the network expansion needs, so since the end of 1998 new and different switches were implemented, again from MRV.



(Left to right): Mr. Bigovic, EPH IT Infrastructure Manager, Mr. Lušić, EPH IT & IS Manager, Mr. Moshashvili, MRV Support Engineer and Mr. Lavallee, MRV OS-Z Expert

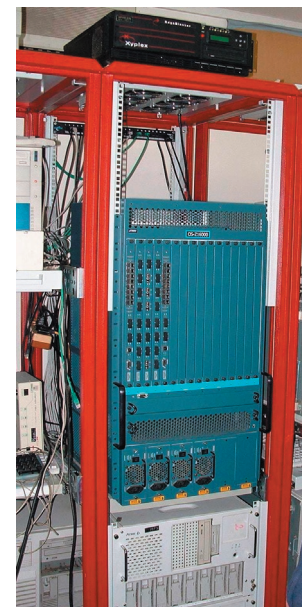
For the current project, though, MRV's OptiSwitch Z series were selected, though not because of our past history of success with EuropaPress, but mainly because of the real edge technology that was offered at a very reasonable pricing.

The project

The main idea behind the project – actual implementation of a new switch - besides a larger backplane and an increased port number – was to bring routing (and segmentation) to the overgrown LAN, together with QoS capabilities. The new switch was also meant to keep the GE legacy of its predecessor - so a core of at least 128 Gbps with full redundancy (including management CPU, because of the EPH's 24x7 nature) was "a must", covering the existing 1000BaseSX and LX links, also covering new technologies like L3/L4 services already implemented. Starting from 28 GE fiber connections with a possibility for future expansion was a must for a new core.

MRV's OptiSwitch Z16000 was finally selected. Though it was a bit oversized in comparison to the original requirement, it was not a burden, once the pricing in comparison to the competing Cisco 6500 platform was a success. So, the task was set: implementing the new core switch as soon as possible, in a very demanding 24x7 environment that includes a mixture of Windows and Mac platforms on the workstation side, Linux and NT on the server side, and a great deal of special services (photo and press services, DTP and prepress services, marketing subsystem as well as the SAP accounting and management decision support system).

During the implementation, existing flat network structure had to be divided into several groups, and several additional external networks became routed subnets within the original EPH LAN.



OptiSwitch-Z16000 situated in EPH's rack

The Solution

As soon as the actual OptiSwitch-Z16000 was delivered to Zagreb, a test-bench was set. A couple of smaller OptiSwitch units, a group of Mac clients and some Windows notebook clients were put together in a 'lab' setup to emulate the actual and future environment, with IP and Apple protocols (broadcasts and server services were also emulated). The lab and implementation team was assembled from the crew of EPH's IT department, the local MRV distributor's support team Manor Informatika and, at the end of test phase, MRV support engineers that came to Zagreb to verify the results and help with some final 'magic' touches.

After a two weeks lab test period, the crucial night arrived. "Night" because the only time-slot that the actual implementation could be performed was during Wednesday or Satur-

day nights; due to EPH editions' business requirements (two daily newspapers and 17 magazines) those were the only time-slot of at least 8 hours when such a 'shut-down' could take place.

So, late in the evening the preparations started, and by 8:00 AM the next morning everything was installed, administered and verified – just in time for the start of a new business day.

About the EPH

EuropaPress Holding was one of the first private startups in the newspaper market. EPH started in 1989 with weekly magazine 'Globus' and has very quickly grown into a holding with various magazine editions. Today, with 2 daily editions, 2 market-leading weekly magazines and luxurious monthly editions of Cosmopolitan and Playboy (li-

censes for local editions), EPH sells about 5 million copies of different editions monthly and holds a majority segment of the Croatian market.

About Manor Informatika

Manor is a distributor and IT integrator on Croatian market since 1993. As MRV's distributor since 1997, Manor has done several 'firsts' in the Croatian communication market (sometimes even European firsts), from first Gigabit (EPH) and long distance (57 km) Ethernet installations to first TereScope FSO and now OptiSwitch Z platforms.

About MRV

MRV provides solutions for Broadband Access Networks to overcome the last mile

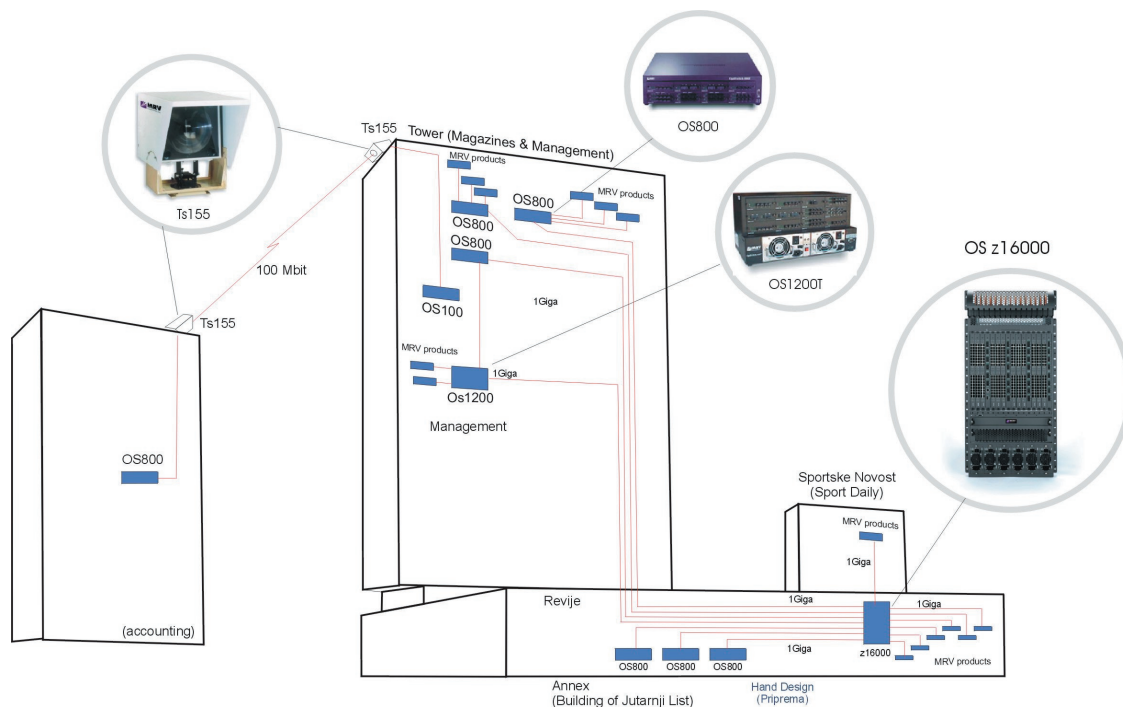
bottleneck.

We develop and market Free-Space Optical transmission devices, switches, routers and WDM systems to provide Broadband Access to existing and emerging carriers and to enterprises that require service-aware broadband networks.

Our products and solutions are based on IP over Carrier Class Ethernet, incorporating full Class of Service, rate limitation, Multiprotocol Label Switching and IP provisioning.

Our broadband access transmission technologies include Free-Space Optics, WDM over Fiber and VDSL, which enable our customers to deploy, enhance and scale their networks, whether the existing infrastructure be fiber, FSO, copper, or hybrid.

For more information, please visit www.MRV.com.



The site: EPH's main building is connected to its separate accounting department by means of an MRV TereScope wireless link; within the central building all departments are connected via a number of OptiSwitch-800, OptiSwitch-1200T, while the OptiSwitch-Z1600 acts as the core of the network.

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