


Simon & Schuster Relies on Intel Technology to Help Usher in a Dynamic New Age of Publishing

Simon & Schuster: Customer Application Story

When movable type was introduced in 1450, Johann Gutenberg's invention ushered in a renaissance of communication. Suddenly, 1,000 copies of a book could be printed within days—a dramatic shift from the two copies per year that could be produced by one diligent scribe. The impact reached far into people's lives, making knowledge accessible and affordable in ways previously inconceivable.

*Intel
Products
At Work*

 Simon & Schuster, a leader in the publishing industry since 1924, recognizes that such a shift has arrived for the people of the Twentieth Century. As digital technologies, interactive multimedia and instantaneous on-line access to information become commonplace, society is on the brink of being transformed once again.

One of the world's largest and most influential publishers, Simon & Schuster is moving beyond the boundaries of traditional print publishing by exploring new innovation and information delivery mechanisms. The company intends to be a global leader in the new age of information by delivering on its mission—to entertain, educate and inform more people in more ways than ever before.

Such an ambitious mission presents its challenges, however. Stephen Andujar, vice president and chief technology officer for Simon & Schuster, says one of the most imposing demands of the information age is keeping abreast of evolving technologies—and then applying them in a way that adds business value to one's organization. Andujar, who's responsible for the PC systems within Simon & Schuster's finance and legal divisions, relies on

products from Intel Corp. to help meet those challenges.

"We view technology as an asset," Andujar explains. "It helps us keep a competitive advantage and expand our global presence. Intel products help us leverage our investment in technology and better support the Simon & Schuster organization, which—like most companies today—is having to 'do more with less.'"

Gains in Network Performance

Increased network performance is one technology advantage that Intel products deliver in Simon & Schuster's finance and legal divisions. In addition to standard desktop applications such as Microsoft Windows*, Word*, Excel* and PowerPoint*, Lotus 1-2-3* and cc:Mail*, Simon & Schuster runs a very power-intensive financial reporting and budgeting application called Hyperion. With the LAN adapters that the company had been using, Hyperion users saturated bandwidth every month-end as they pulled information over the network.

To remedy the situation, Simon & Schuster installed approximately 150 EtherExpress™



PRO/100 LAN Adapters in high-performance clients and three servers on a 350-user Novell NetWare* 3.12 Ethernet network. The network links departments in 18 locations, including sites in London, New York and Simon & Schuster headquarters in Upper Saddle River, New Jersey.

“We looked to the performance gain of the EtherExpress PRO/100 Adapters to help handle that saturation,” Andujar says. “It’s a game of incremental gains when it comes to network performance.”

Because EtherExpress PRO/100 Adapters are designed with the flexibility to operate at 10Mbps or 100Mbps, they can be deployed in high-performance systems at 10Mbps today and converted seamlessly to Fast Ethernet as the infrastructure evolves. That scalability was a key factor in the decision

to deploy EtherExpress PRO/100 Adapters. Operating at 10Mbps, the adapters have provided a noticeable gain in performance that Andujar estimates in the 10 to 15 percent range. As a result, they’ve helped Simon & Schuster increase throughput, which translates to overall user satisfaction.

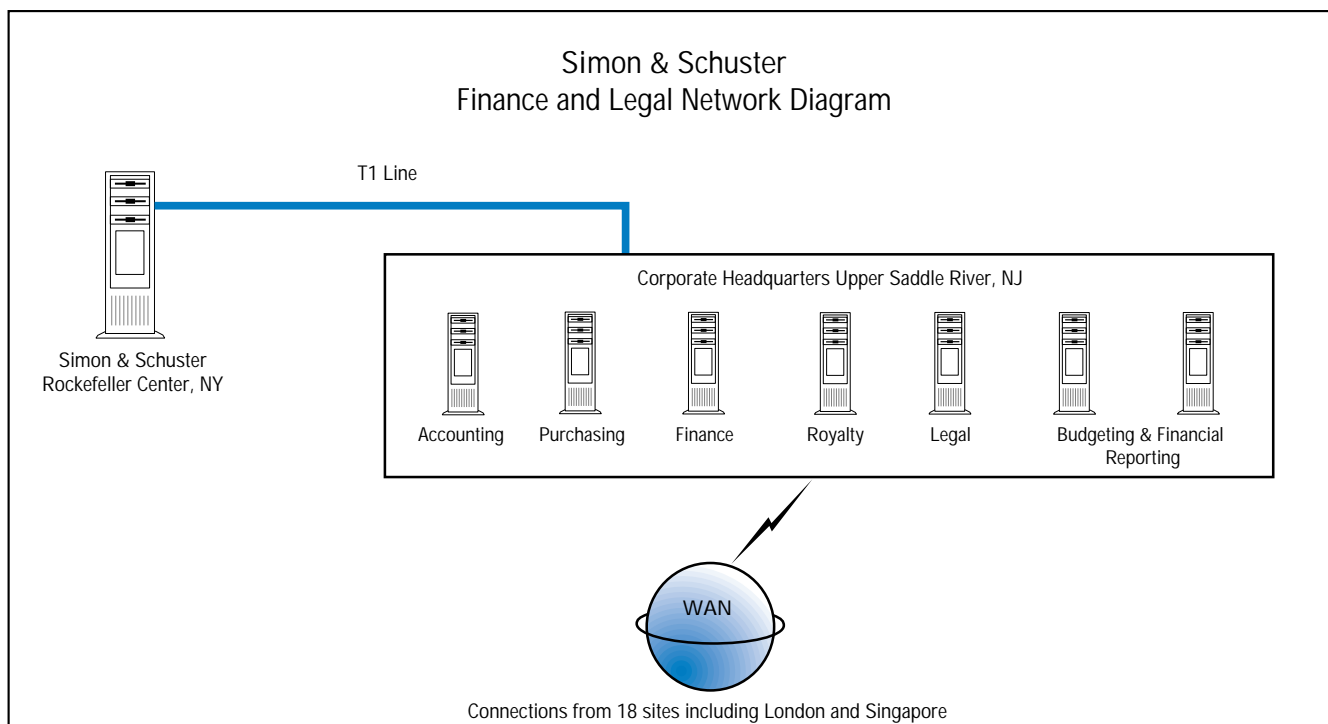
Simon & Schuster is also setting up test segments at 100Mbps operation. Andujar anticipates that by the end of 1995, Fast Ethernet capability will be available to power users—typically people in accounting and finance departments with high bandwidth ad hoc reporting requirements.

Besides scalability, features that influenced Simon & Schuster’s decision to move to Intel adapters were attractive pricing and ease of installation and configuration.

An Integrated Management Suite Makes Sense

The geographic dispersal of Simon & Schuster’s finance and legal departments makes network management an important business consideration. For example, Andujar notes, while the support group is based in Upper Saddle River, New Jersey, half the legal group is located in Rockefeller Center in New York. The publishing company is also creating WAN connections to its international locations outside London and in Singapore.

The finance and legal groups needed a solution that could manage remote PCs, as well as help maintain a PC inventory, track equipment and provide virus protection. Intel’s LANDesk® Management Suite v2.0—and its predecessor, LANDesk Manager—fit the bill.



“We liked the concept of an integrated package,” says Andujar. “It used to be you had to buy an inventory tool, a help desk solution, a virus protection solution, etc. Integrated suites make sense as a direction for the PC platform, and the LANDesk software has done that seamlessly. We looked at other products, but the LANDesk product was much more inclusive.”

The support group manages off-site desktops remotely, then deploys technicians on an as-needed basis.

“We’ve been operating that way for about a year,” Andujar says. “We’re able to go on line and configure, troubleshoot, and assist users with software.”

The advantages of a good management solution became evident recently when the finance group moved its offices from Englewood Cliffs to Upper Saddle River. Andujar’s group was able to inventory the PCs using the software and provide an accurate list for the movers in short order. Meanwhile, another division in the company operating without the LANDesk software experienced the pain of moving more acutely.

“The task was much more of a manual effort, requiring additional staff and days to complete,” Andujar recalls. “In contrast, we just generated a report and had ours done in one or two hours. The LANDesk software saved a tremendous amount of time.”

Simon & Schuster also saves time by using the software’s paging function to help manage file servers. Scott Minafri, senior network administrator,

set up rules on PCs to monitor the status of the servers. If a critical function occurs, Minafri gets a detailed message on his pocket pager via the alert log. When a problem occurs outside business hours, he can log on remotely from home to troubleshoot a server and forestall critical events before they happen.

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“With the LANDesk software, we’re told of problems on the network before they occur—and before users find out about them, which is rare,” Minafri says. “Usually, they tell me what the problems are.”

A No-Risk Virus Solution

Recognizing a company’s vulnerability to PC viruses and the damage they can cause, Simon & Schuster recently implemented the same virus protection on its workstations that had kept its servers safe for years—Intel’s LANDesk Virus Protect.

The finance group decided to standardize on Intel virus protection after

evaluating other products. Part of the reason was the complete integration, Andujar says, noting that Simon & Schuster strongly preferred a single-vendor solution on the desktop. In addition, the company was confident that Intel would maintain a commitment to support new virus patterns.

“We have sensitive data to safeguard,” Andujar says. “We can’t afford to take risks. LANDesk Virus Protect is a strong package, and Intel really stands behind it as far as pattern updates.”

Fast, Reliable Data Protection

When you’re a \$2 billion global enterprise, safeguarding important financial and legal information means deploying a reliable data protection solution. At Simon & Schuster, the Hyperion financial budgeting and reporting system is a mission-critical application.

“If it’s not up and running smoothly at 8:30 a.m. every morning, there’s a price to pay,” Andujar says, explaining that users who access the server-based application use it daily to retrieve financial information for management reporting.

Since June of 1994, Simon & Schuster has placed its trust in Intel’s StorageExpress™ XLD System to back up the company’s primary financial reporting and budgeting server. By taking advantage of the auto-changer feature on the StorageExpress system, Simon & Schuster can protect data with a full backup daily, without human interaction.

“The auto-changer has helped tremendously,” says Andujar. “We were using another backup system, but we found we were not getting all of our data backed up overnight. We had to reload in the morning. Then, when we went to restore, we discovered that data was corrupted or there’d be other problems. Since we installed the StorageExpress system, we’ve gotten all our data backed up overnight, and we’ve had no problems with restore.”

“The StorageExpress system is great,” agrees Minafri. “It tells me what tapes I need to put in, and I load them up. The jobs run themselves.”

StorageExpress systems at its finance division are configured to back up clusters of servers according to the amount of data that requires protection. In all, the finance and legal divisions back up 40 GB of data from 10 file servers.

For example, the company’s royalty department stores a large amount of important information on its file server using a Folio Corp. application called Folio Views. With the previous backup solution, Andujar says, it took 18 hours to back up the Folio server. With the StorageExpress system and its auto-changer, all of the information can be backed up overnight. In addition, any user who wants data protection for his or her workstation can get backup via the StorageExpress system, simply by loading an agent.

An OverDrive® Processor Success Story

When Simon & Schuster developed a customer service application for its royalty department in Visual Basic*, the software proved a great asset to streamlined service.

As the company rolled out the application to 16MHz Intel486™ microprocessor-based systems, however, Simon & Schuster recognized an opportunity to boost performance by installing an IntelDX2™ OverDrive® Processor with math coprocessor and clock doubler in 50 user workstations.

“The performance was stellar,” Andujar reports. “For \$200 per machine, we extended the life of the system for at least 18 months and also deployed the new application. The side effect for users was all their other software ran much faster, too.”

Based on that experience, Simon & Schuster later upgraded with IntelDX4™ OverDrive Processors as well.

A Single-Vendor Solution

Overall, Simon & Schuster’s finance and legal divisions view Intel PC and network products as the single-vendor solution for performance and productivity.

“We’ve really enhanced our desktop capabilities as a result of the Intel products,” Andujar says.

Minafri adds: “The Intel products have made my life a lot easier. I’m able to pay less attention to certain details, and more attention to others. I can get more done and I don’t have to micromanage my network.”

For More Information

Call FaxBack*, Intel’s 24-hour response service at 800-525-3019 and request documents 5544 and 5557 for more information on the LANDesk Management Suite.

On the World Wide Web: <http://www.intel.com/>
(See “*Communications and Networking*.”)

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