

SUD OUEST

Sud-Ouest
Bordeaux, France
www.sudouest.com

Industry:

Media & Entertainment

Annual Revenue:

US\$207 million

Employees:

1,147

Oracle Products & Services:

Oracle Database
Oracle Application Server
Oracle Real Application Clusters
Oracle Enterprise Manager

Oracle Partner:

Protec Media
www.protecmedia.com

“Operating in an Oracle 10g environment means we can give our journalists a very powerful business-specific solution. They create their articles directly on the page, while enjoying high availability of their IT tool and of the data they need.” – Jean-Luc Treilhaes, Information Systems Manager

Sud-Ouest Modernizes IT Infrastructure for Better Reporting, Editing, and Design

Sud-Ouest was created in Bordeaux in 1944 and is now the French daily with the second-largest circulation. Sud-Ouest maintains eight bureaus in the southwest of France that collectively publish 23 local editions. Its 200 daily pages strive to meet the need for local news and the standards of a well-rounded paper, with an outlook on national and international affairs. Together, Sud-Ouest editorial teams total 350 journalists and editorial secretaries.

Challenges

- Equip the business with modern tools that meet journalists' need for easy handling of the text and photo content in their pages
- Consolidate the newspaper's editorial teams and pre-press department within a single, uniformly controlled budget
- Ensure non-stop, high availability of the editorial core business applications and data and archives for the various editions

Solution

- Implemented 10g versions of Oracle Database, Oracle Application Server, and Oracle Real Application Clusters, unifying the company's architecture for 23 papers
- Using the Oracle solution as the foundation for a Millennium Cross Media solution from Oracle Partner Protec Media
- Achieved continuously high availability of the company's essential media application and of the data and archives for the different editions
- Allows 300 users to be supported simultaneously without loss of performance
- Leveraged the economic benefits of grid computing by taking advantage of low cost servers to manage strenuous workloads; ensuring that costs stayed within budget
- Worked with Oracle Partner Protec Media to deploy the solution in phases across its eight bureaus for all their editing, paper and Web publication, and information storage procedures