Success Story

STRÖER
out of home media

The challenge

Ströer Out-of-Home Media AG, a Cologne-based group of companies, markets more than 280,000 advertising spaces and is one of the leading outdoor advertising companies. Both the IT environment handling the administration, documentation and evaluation of advertising spaces and advertising motifs, as well as the underlying ERP system, should get a new home: highly available and geographically separated to provide effective disaster protection.
To this end, the company sought a competent, preferably ISO 27001-certified service provider with growth potential.

The solution

Ströer's IT managers went out in search of a suitable partner, and after a selection process involving ten evaluated data center operators, opted for noris network AG. The NBG 6 data center in Nuremberg, being one of the most modern facilities in Europe, was selected due to its energy efficiency and scalability, and noris network AG was chosen because of its certificates and the expertise of its staff.

The successful project

Within three months, the essential prerequisites for the relocation of the IT environment from Cologne to Nuremberg were put in place. noris network advised Ströer on the setup of redundant network connections to the NBG 6 high-security data center and on the installation of a backup system in one of Ströer's subsidiaries. The outdoor advertising company typically operates its systems itself but - being satisfied with the services offered by noris network - entered into a framework agreement providing for the short-term booking of additional services.

Fail-safe
and in good hands

noris network

"We were looking for a highly available and energy-efficient environment for our IT and found it with noris network. The versatile portfolio allows to further the new solution and provides a good basis for supporting our continued growth," says Dr. Helmut Meitner, Director of Corporate IT and CIO at Ströer Out-of-Home Media AG.

Data center prepared for growth

The services offered by Cologne-based Ströer Out-of-Home Media AG range from traditional billboards, advertising at bus stop shelters and on vehicles to modern digital display panels. The company wanted to increase the availability of its IT and achieve a higher level of security through spatial separation. The choice fell on noris network. In a three-month setup phase, and after extensive testing, Ströer's IT moved to the high-security data center NBG 6 in Nuremberg. Ströer thus benefits from maximum safety and efficiency in power supply and data availability. In addition to its Enterprise Resource Planning (ERP) and collaboration systems, Ströer also relocated to noris network various industry-specific applications for the management of customer and offer data and the control and documentation of poster campaigns for its clients.

Further services as an option

The contract including demanding service level agreements Ströer concluded with noris network also represents a framework agreement which provides for the short-term booking of optional services from noris network. Such additional services to be rendered by the Nuremberg-based IT service provider may include, for example, an extension of the data center infrastructure monitoring to also cover the hardware of the outdoor advertising specialist.

In addition to the systems installed in noris network's new data center, a backup data center serving as a cold-standby facility for mission-critical applications was set up in a Ströer branch office. The spatial separation of company headquarters, data center and backup system enables Ströer to achieve optimum availability. "The collaboration with noris network is characterized by direct talks and spontaneous and uncomplicated response to all emerging needs while ensuring full compliance with ITIL (IT Infrastructure Library) processes," explains Dr. Helmut Meitner, Director of Corporate IT and CIO at Ströer. "Our contact partners supported us in every possible way, such as in terms of redundant network connectivity, and we have every confidence that our systems are very well cared for in Nuremberg."

Data & facts

- Highest levels of resilience according to TIER-III classification
- Carrier independence
- Multi-redundancy fiber connection to the backbone of noris network AG
- Redundant MPLS connection
- Competent remote hands
- Active monitoring of all system components
- Flexible increase in the IT load

Ströer Out-of-Home Media AG

Cologne-based Ströer Out-of-Home Media AG and its subsidiaries specialize in all forms of advertising outside the home - from traditional billboards, advertising at bus stop shelters and on vehicles to sophisticated digital outdoor advertising. Marketing more than 280,000 advertising spaces, the group with consolidated sales of EUR 577.1 million in 2011 is one of the market-leading outdoor advertising companies in Germany, Turkey and Poland and thus figures among the largest players in Europe in terms of revenues. Ströer Group employs approximately 1,700 staff at more than 70 locations.

noris network AG

Nuremberg-based noris network AG offers enterprise customers tailor-made ICT solutions in the areas of IT outsourcing, cloud services and network & security. Technological basis of these services is a powerful IT infrastructure that relies on noris network's own high-performance backbone and multiple high-security data centers. noris network AG is fully certified according to ISO/IEC 27001 and ISO/IEC 20000 and has a BSI certification for its own data centers. The data centers have been awarded the maximum rating of five stars in the eco Datacenter Star Audit conducted by eco (Association of the German Internet Industry).