

Ogilvy & Mather boosts flexibility and reduces TCO by adopting Linux



Overview

■ **The Challenge**

Improve cost-effectiveness and flexibility of global systems; support rapid business growth securely and reliably

■ **The Solution**

Rollout migration of select business systems to Linux on IBM @server hardware, with a strong project management roadmap including rapid skills transfer

■ **The Benefit**

Highly secure, reliable, flexible and cost-effective systems with expert support from SecureLinux and IBM

Leading the way

Ogilvy & Mather Worldwide (www.ogilvy.com) is one of the world's largest and most successful advertising and media agencies. With some 474 offices worldwide, Ogilvy can rightly claim to be 'the most local of the internationals, and the most international of the locals'. And through the WPP family, Ogilvy has access to top-rated expertise in the communications spectrum, such as design, research, public relations, identity, retail marketing, sales promotion and new media.

Atefeh Riazi, Senior Partner and CIO for Ogilvy & Mather Worldwide, says, "Everyone roots for the underdog: Linux vs. the operating-system giants. The stakes are huge. Linux takes many of the best features of other operating systems and integrates them into an elegant and simple solution."

In order to reduce its total cost of ownership for IT, while increasing flexibility, reliability and security, Ogilvy has embarked on a project to migrate email and file-and-print servers to Linux®. The strategic drivers behind the move include cost efficiencies as well as improved flexibility—the ability to support small office environments as well as larger regional hubs where new business requirements can be satisfied rapidly and intelligently with only a marginal impact on costs.

Secure route to Linux

The migration to Linux began with a pilot project in Ireland, where Ogilvy worked with SecureLinux (www.securelinux.com), an IBM "Leader for Linux" Business Partner. Formerly a division of a leading Irish systems integrator, SecureLinux was launched as an independent company in August 2002, specialising in the deployment of secure Linux-based platforms for enterprise computing.

Says Yuri Aguiar, Ogilvy's CTO, "We made a strategic decision to adopt Linux globally, and teamed up with SecureLinux to start the rollout. This was, and continues to be, a major project - it's not just about the technology, but also about building the right internal skill sets and changing the way we work within the organisation."

He continues, "SecureLinx has played an important role in the success of our Linux projects, offering advanced technical capabilities, reliable delivery and excellent skills-transfer."

Brian Farrell, Technical Operations Director, SecureLinx Ltd, comments, "All our previous expertise and investment continues to feed into our Linux drive, so our offerings to customers are very rounded and resilient. This, along with the considerable support from IBM, makes Linux a truly viable choice for enterprise systems. Equally, the fact that Linux runs across the full IBM **@server** range is a very powerful advantage. As IBM's "Leader for Linux" in Ireland, we can offer an expert route to Linux and true end-to-end solutions for customers across Europe."

Global rollout

Working with SecureLinx, Ogilvy has migrated Lotus Domino servers running under Microsoft® Windows NT® to Novell SUSE LINUX Enterprise Server, and upgraded to V6.5 of Lotus Notes. This part of the solution runs on IBM **@server** xSeries 345. Back-office NT services, (including primary domain controller (PDC), backup domain controller (BDC), DNS, DHCP, file and printer sharing services) were migrated to an IBM **@server** BladeCenter with six blades, running SUSE LINUX Enterprise Server 8, using Samba for PDC and BDC.

As the next stage in the global rollout, Ogilvy & Mather is now looking at its European operations as a whole, and plans to migrate 50% of its mail servers to Linux in the near future. Since email is a mission-critical application for Ogilvy & Mather, this is a great vote of confidence in Linux, in SecureLinx's implementation skills, and in IBM

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*Atefeh Riazi, Senior Partner and CIO,
Ogilvy & Mather Worldwide*

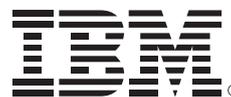
technology.

Cost benefits

A key advantage of migrating to Linux is the reduced cost of ownership: it can produce significant benefits in this area, particularly where migration from legacy UNIX® systems is concerned. Linux-based systems can offer an equivalent level of performance at much lower cost, and without a major cultural shock for the IT department.

Beyond cost, there are many other advantages in using Linux. It offers real flexibility, so it can fulfill multiple roles in the enterprise, and with an exceptionally strong security component it is easy to 'lock down' systems to prevent any unwanted communications. As Mr. Aguiar argues, "with Linux running on IBM hardware, we are confident that we can grow our business and enjoy even greater success without incurring high IT costs."

Says Ms. Riazi in summary, "Reducing the cost of ownership without compromising performance is an important business and technology goal. Linux provides the essential benefits of return on investment, robustness, scalability, security, and stability. Ultimately, that will allow us to build value for our stakeholders."



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