

## Success Story

# Vogel Business Media outsources infrastructure for online services

## Knowledge from the cloud

As a multi-media full-service partner for B2B communication, Vogel Business Media GmbH & Co. KG offers high-quality specialist media platforms and portals for knowledge sharing – in printed and digital form, on events and numerous services, and it is all mobile and social. The portfolio includes over 100 print media, more than 100 web portals in various formats, such as webcasts, white papers, webinars, or lead generating campaigns, as well as over 100 business events for individual specialist media. The main objective for the media company is to guarantee the availability of all services for more than 10 million customers and decision-makers worldwide, and to provide additional services quickly. In order to improve the underlying infrastructure in the future so that it meets the relevant needs, and to operate it more efficiently and securely, the company decided to relocate it to the cloud.

*„We see ourselves as a multi-media knowledge and communication partner that is always connecting people in the markets to new topics in a way that is agile and dynamic. To achieve this, more than 1,000 editors, freelancers, and industry experts provide content for countless platforms to exchange market information. Everything needs to be managed*

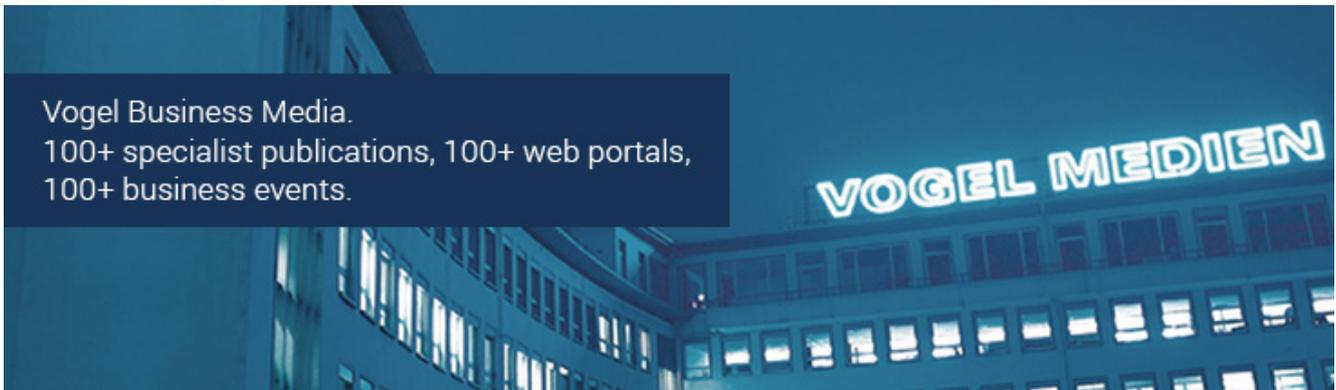
*quickly and reliably and made available seamlessly.“*

**Peter Kraus**

CIO of Vogel Business Media

The services range from information services for doctors and pharmacists of the Vogel Business Media Institute for Business Knowledge to training documents for the automotive industry, the long-standing 120-year-old journal MM Maschinenmarkt, and the community specialist medium for motorcycle dealers Bike & Business. The markets served by these platforms are as varied as the topics they address: Decision-makers and prospective clients from industry, the automotive sector, information technology, and from the legal/business/tax sector are all able to access information, data, and services via the specialist media platform provided by Vogel Business Media.

The it.services Media Group is responsible for operating these services as an internal service partner for the publishing and business units. Just a year ago, the company was still operating the entire online environment itself in just two data centers in Würzburg. However, the diversity of the services and the varying traffic numbers and characteristics presented the IT team with new challenges every day. “It became increasingly difficult for us to develop the



Vogel Business Media.  
100+ specialist publications, 100+ web portals,  
100+ business events.

numerous online services flexibly and in line with demand. In the end, it was clear that we always have to invest more than required by the demand. That is why we decided to relocate the entire infrastructure for the web services to the cloud, and we achieved a new level of flexibility and cost transparency as a result," said Peter Kraus, CIO and Head of IT, explaining the decision.

### **Guiding Principle on Data Protection**

After a thorough selection process to find an appropriate system, IONOS was quickly deemed to be the suitable infrastructure-as-a-service provider. In addition to the premise of availability, needs-based distribution of hardware resources, and cost savings, data protection was a key focus.

"During discussions, it was essential for us that our cloud provider ensured compliance with German and European data protection law," explained Michael Eberle, CTO of the it.services Media Group: "For one thing, this is stipulated in our compliance guidelines, and for another, a huge number of profiles are stored in our customer databases. We simply cannot afford any data losses, or for data to be misused or accessed by third parties without authorization. The Enterprise Cloud of IONOS really stood out with its extensive data protection package," said Michael Eberle. Peter Kraus added: "We were also really impressed with the very transparent price model. Together with the controlling department in our company, we were able to calculate where costs could be saved and, most importantly, how much we could save."

The first steps on the path towards the cloud were taken using a test account set up by IONOS. Using the Data Center Designer, a graphical user interface, the team was able to quickly "drag and drop" the desired components, resources, IP addresses, and networks into the virtual data center and define the relevant networks. "Thanks to the really intuitive whiteboard, we were 'afloat' after two days and were able to play through several variants," said Michael Eberle. "We were particularly impressed with the quick and consistent support we received from IONOS right from the start – even though we were initially just a test customer."

### **Moving to the Cloud one Package at a Time**

The final decision to relocate online services to the Enterprise Cloud was made in the summer of 2014. The internal project team headed by Peter Kraus and Michael Eberle started by defining the milestones. Because the structures had been growing for over eight years and due to the diversity of the services, there was a large number of technical dependencies, for example in relation to different databases. The relocation therefore took place one service at a time in various package sizes and was completed in March 2015 – considering the number of individual services and their diversity, this was a really ambitious project. After commissioning each individual portal one at a time, its behavior was monitored very closely for a few days: Are there specific campaigns, particular customer rushes, do the resources need to be redistributed? After some slight adjustments, it was finally ready. However, since March 2015, there has



been continuous further optimization and adjustment – a process that will certainly carry on for some time. During the migration, the team led by Peter Kraus also took the opportunity to technologically update the somewhat outdated structures. “We decided that everything that constitutes our online presence should be in the Enterprise Cloud in the future,” said Peter Kraus. This meant outsourcing the online environments of all web services, consisting of Nginx,

Tomcat, PHP, and Lucee web servers; MS SQL, Couchbase, and Couch databases; HP Autonomy search engines, PfSense firewalls, high availability proxies, load balancers, etc.

Systems, such as an ERP solution from SAP, the CRM tool, and an editorial system, are still stored internally. “We are sure that for some applications, relocation to the cloud would not be the smartest idea,” added Michael Eberle. “Our bandwidth-hungry editorial system, for example, where content is pushed back and forth and print layouts are designed – we are still operating this internally.”

**A more Effective Way to Allocate resources**

“We have taken the plunge into the cloud so we can post and deduct hardware resources for our various online services flexibly and manage our growth more effectively. We have certainly achieved this with the relocation of the infrastructures to the Enterprise Cloud,” concluded Peter Kraus. Michael Eberle added: “We have more than enough expertise in our company to operate a virtual data center. It is our strategy and philosophy to have enough knowledge within our own company to operate everything that is relevant to business. We do not want to give that up in the future.”



**Can we help you write your own success story?**

We’ve already helped countless other businesses in various industries do just that. Learn how the cloud can help you reach your business goals. If you’re interested in unlocking your firm’s potential and ensuring that your business remains future-proof, get in touch with us. Our Cloud Consultants are happy to offer expert advice and will demonstrate how shifting your IT to the IONOS Enterprise Cloud will best equip you to meet the challenges of a digital future.

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