

Success WITH CA

Unicenter TNG®

Client Info AT A GLANCE

Company Name:

Newsday

Industry:

News Media

Geographic Location:

North America, East Coast

CA Solution Used:

Unicenter TNG, Unicenter TNG® Remote Control Option, Unicenter TNG® Software Delivery™ Option, Unicenter TNG® Asset Management™ Option

Biggest ROI:

Manages the availability of critical business systems and reduces IT operational costs.

Newsday Hits Deadlines And Solves Critical Network Issues With Unicenter TNG

Newsday is the fifth-largest metropolitan newspaper in the country and serves the residents of Nassau and Suffolk counties on Long Island and the New York City borough of Queens. It is the premiere source of local news and comprehensive national and international reporting. This 60-year-old newspaper has been awarded 16 Pulitzer Prizes. Newsday is a subsidiary of Tribune Co. (NYSE:TRB), a leading media company with businesses in 23 major U.S. markets, including 18 of the top 30.

Newsday's networks are vital to the company's operations. Since Newsday publishes every day, any system problem has potentially disruptive consequences to their production process. Newsday's IT department deployed Unicenter TNG, Unicenter TNG Remote Control Option, Unicenter TNG Software Delivery Option and Unicenter TNG Asset Management Option in the fall of 2000. Since then, they have rapidly chalked up impressive gains in productivity and efficiency. They use the products primarily on Microsoft Windows NT servers but plan to incorporate their UNIX environment soon.

Complex Information Networks Require Impeccable Management

"As a daily newspaper, it's very critical that we respond to system outages quickly, and, more importantly, to be proactive and prevent outages from occurring," said Newsday's Director of Information Technology, Robert Rosenthal. Newsday's aggressive business deadlines require that any system outage to servers, hubs, routers, or the circuits themselves be absolutely minimized.

Because software deployment primarily involved desk-side visits, Newsday often relied upon outside IT help to assist in manually deploying software. "We'd bring in people on Sundays at 6:00 a.m. to work the entire day," said Rosenthal. The desktop environment needed to become standardized, with

OS software and virus definition upgrades completely automated across the enterprise.

Newsday was also looking for a way to manage assets easily, efficiently, and with extensive detail.

"We were manually logging PCs into a database, and it took a tremendous amount of effort

to keep that inventory current," said Rosenthal. "It was impossible, really."

Unicenter TNG Easily Meets Newsday's Challenges

After implementing Unicenter TNG, Newsday eliminated the need for supplemental IT services, improved response times for end-user requests, and realized immediate cost savings.

"After initially deploying the product last year, we were able to save between \$20,000 and \$30,000 a year by reducing our outside services," said Rosenthal. Rosenthal also said that job enrichment improved since talented people could now focus on challenging projects rather than rolling out software to hundreds of PCs per week.

The ability of Unicenter TNG to quickly standardize systems proved invaluable. "The consistency across the network really helps us accurately estimate cost of software deployments and upgrades," said Rosenthal. "Manual installations, no matter how well documented, invariably produced some degree of variation. With Unicenter TNG and the

Unicenter TNG Software Delivery



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Option, this is no longer an issue."

Newsday's IT department also enjoys several Unicenter TNG features that allow them to anticipate network events. The ability to anticipate hard drive space utilization on a server is especially valuable. "We'll receive an email or a page alarm when a critical server reaches over 75% of its memory utilization as opposed to waiting until it's 100% and the application crashes," said Rosenthal. IT staff can then add additional hard drive space, pull files or perform maintenance on the server to ensure that users are not impacted.



Circuit monitoring enables constant awareness of router status and alerts administrators of issues that may impact connectivity to other offices. "With Unicenter TNG, our central help desk is notified immediately, and we can respond accordingly," adds Rosenthal. "This is particularly valuable in our providing technical support to remote locations."

Newsday uses the Unicenter TNG Remote Control Option to manage their Windows NT servers that are in remote locations, and the Unicenter TNG Software Delivery Option enables them to distribute software to those locations within the wide area network. "We don't need to dispatch technicians to remote locations as frequently as we did in the past," said Rosenthal. "We now use the Unicenter TNG Software Delivery Option to distribute new software as frequently as business requirements warrant."

The Unicenter TNG Asset Management Option helps Newsday inventory all of their PCs on a

monthly basis, allowing them to support project requirements and manage capital authorization processes. For example, if they replace PCs over a 3 year life cycle, they can budget accordingly in their yearly capital plan. They can also identify specifically which PCs need replacement in a given year. "Due to the high volume of moves and relocation of employees, even within our main campus, it's critical that we know where any individual workstation is located at any time," said Rosenthal. "That was very difficult to manage in the past. But now it's become very easy."

"The CA consultants who have worked with us have been excellent. They consider our objectives to be their objectives," said Rosenthal. "We really appreciate this kind of service."

Newsday Expands Its Success To Other Systems

Newsday is beginning to test Unicenter TNG® for UNIX system monitoring. The applications that run on the UNIX machines support classified advertising and editorial production users.

"We're really just scratching the surface right now, but we've already started to see immediate benefits," said Rosenthal. Within the next year, Newsday intends to continue distributing software, increasing their network and system monitoring levels, reducing the number of on-site visits to remote bureaus with Unicenter TNG Remote Control Option, and explore Unicenter TNG's ability to monitor non-IT production equipment.



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