

CUSTOMER SUCCESS STORY

# Dentsu goes cloud native



Cloud first means that the global marketing giant can deliver content—and results—faster

Dentsu, the global marketing service group, is setting the pace for digital transformation with data-driven goals, accelerating innovation with proactive automation while realizing substantial cost savings.

In an industry where speed and agility are the determining factors in clients' ability to simply survive or to thrive, dentsu is driven by a digital strategy. The company aims to enable the launch of new campaigns and services faster than ever before. They set out to bring all of their storage into the cloud, and they completed this task within the ambitious timeframe of just 2 years.

# dentsu

**Saved 2577 metric  
tons of CO2t**

“NetApp cloud technologies have been a huge enabler in achieving our strategic and transformational goals, providing the agility and speed necessary to deliver our cloud journey.”

Chris Fry  
Director, Global Programme Delivery

### **Cloud data thrivers**

Being cloud native is essential for dentsu, as it continues to deliver quicker campaign launches, insights, and innovation as well as promising cutting-edge services with reduced time to market and zero blockages. But it also means a shift in financial structure from capex to opex.

The digital transformation program, code named Thunder, began in January 2018 following a meeting with all key stakeholders, NetApp, and third parties, to assess operational and governance models. Despite a clear list of benefits, the initial challenge lay in communicating the transformation.

“Within the business, a key challenge was education on what the cloud means and what it can offer. Everyone had a different idea of what moving to the cloud meant, so it was important to communicate this clearly amongst all stakeholders,” said John Howarth, head of Infrastructure Transformation. “Such a communications program is ambitious because it’s hard work. We had to engage around three thousand service and individual applications owners, asking if they were ready to upgrade and getting them to find the time to transform.”

### **Strategies for success**

Supporting a global network of brands across 145 countries while going cloud native meant addressing dentsu’s aging hardware estate, which reached its end-of-life date in 2018.

With the estate located primarily in four global data centres, maintaining services throughout the migration process was business critical. In addition, it was necessary to protect the business from existing shadow IT in the form of cloud subscriptions. This was accomplished by building landing zones

onto Azure, AWS, and Google Cloud. With these preconfigured environments, a cloud infrastructure could be built quickly and securely.

**“NetApp technology such as Cloud Volumes ONTAP is the right fit for dentsu because it allows us to accelerate our cloud transformation, while delivering significant savings to the business”**

Meanwhile, the technology strategy had to enable the smooth migration of workloads to the public cloud, using a mix of SaaS, PaaS, and IaaS. At the same time, it was necessary to reduce legacy network costs and transform the network with the provision of secure network access to resources. Through the Thunder programme, dentsu has been able to close its four global data centres on schedule, moving fully into the cloud in early 2020. In addition to avoiding a costly 5-year hardware refresh cycle, this move also means a better user experience.

### **Visionary solutions with NetApp**

Dentsu was already familiar with NetApp® solutions, which meant that there was no reason to retrain staff. According to John Howarth, “The project team had a heavy reliance on the NetApp Professional Services team based in the UK and North Carolina who supported the data migrations and managed seamless cutover to the new cloud operating model.”

The team refreshed NetApp hardware around the globe, facilitating a migration from NetApp Data ONTAP® 7-Mode to clustered Data ONTAP,

which significantly simplified and accelerated the migration of data services to the cloud. The team deployed All Flash FAS (AFF) in the three main data centres. As one of the key elements of the transition, dentsu adopted Cloud Volumes ONTAP® for SnapVault® disaster recovery. NetApp's data management solution for enterprise workloads features data protection and storage efficiency for all cloud environments. In addition, implementation of the solution substantially reduces reliance on backup tape media for file data.

Dentsu also retired its cross-region dependency on legacy replication, facilitating the closure of a global disaster recovery data centre and reliance on outdated WAN and MPLS equipment. Finally, the NetApp solution provided dentsu with a repeatable blueprint to support regional markets and future mergers and acquisitions.

### Reaping the rewards

Consolidation through the Thunder programme has supported the closure of four global data centres. Savings have also been realised through the NetApp data efficiency features, such as deduplication and compression, and through the use of SnapVault, which optimises cloud egress and ingress costs.

Overall, dentsu's transformation has saved more than 416 kVA of power consumption, which translates to 2,577 metric tons of CO2 saved, the equivalent to greenhouse gas emissions from 557 passenger vehicles driven for one year.

“NetApp technology such as Cloud Volumes ONTAP is the right fit for dentsu because it allows us to accelerate our cloud transformation, while delivering significant savings to the business,” said Howarth.

### NetApp products

- NetApp Cloud Volumes ONTAP
- NetApp AFF
- NetApp SnapVault

With dentsu's 2020 vision now realised, the company is setting its sights on transforming the regional server locations to implement automation and cloud education. Maintaining their competitive edge requires continuous change. Dentsu is now set to be the best advertisement for successful digital transformation.



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### About NetApp

In a world full of generalists, NetApp is a specialist. We're focused on one thing, helping your business get the most out of your data. NetApp brings the enterprise-grade data services you rely on into the cloud, and the simple flexibility of cloud into the data center. Our industry-leading solutions work across diverse customer environments and the world's biggest public clouds. As a cloud-led, data-centric software company, only NetApp can help build your unique data fabric, simplify and connect your cloud, and securely deliver the right data, services and applications to the right people—anytime, anywhere. To learn more, visit [www.netapp.com](http://www.netapp.com)

