



APPLICATION BRIEF

Federated Department Stores *An RS/6000 & ADSM Case Study*

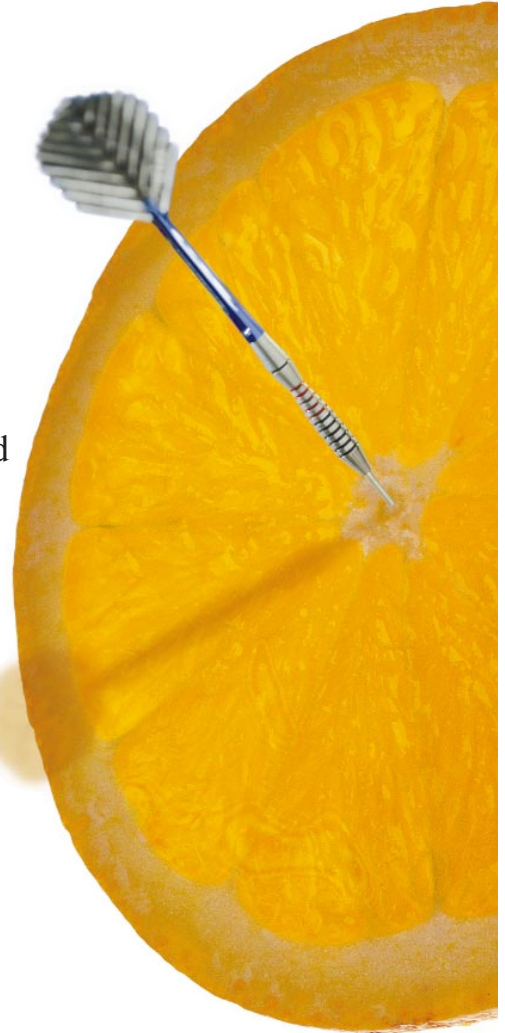
THE CHALLENGE

Fashion can turn on a dime, as any employee of a Federated-owned store will tell you. So why does it take so long to pull up a store personnel record?

The challenge at Federated was not on the selling floor but in the back office - specifically in the H.R. Department. In a business that must move three steps ahead of consumers' whims, the industry leader had a foot-dragging system for retrieving and updating information about its employees.

THE SOLUTION

In response to Federated's request, IBM and Champion made a joint visit to Federated's facility in Cincinnati. Champion's recommendation: Combine ADSM, SSA, and IBM 3570 tape technologies for both high-performance access times and automated backup and recovery procedures. Instead of manually backing up their database, as Federated had been doing, the new solution enables them to make automated incremental backups of database changes to their H.R. records. The scaleable program now backs up every half-hour. The SSA disk system allows multiple simultaneous operations to occur on the I/O system. When fully implemented, Federated would increase data availability and see tremendous increase in response times.



GOAL

Design a high-performance documentation processing system, including automated backup and recovery methodology.

"What Champion designed for us is a much safer system by far," says Ratnakar Lavu, Federated representative. "We breathe a lot easier knowing that we have this kind of backup. We don't have the constant worry about having to restore. Now it's an outside possibility at most, and even if it ever transpired, it would go much faster."

Speed, of course, was the main impetus for the call to Champion, and the new ADSM has responded with alacrity. Moving the database storage from optical to the SSA drive has cut document retrieval time by as much as 90 percent. "It used to take us anywhere from a minute to two minutes because of the band width," says Lavu. "Now it takes 10 to 25 seconds. That's dramatic."

While retrieval time has been cut considerably, storage capacity has doubled. By Lavu's estimates, the amount that Federated can store on the drive has doubled.

Although speed and capacity were the two primary goals, Champion took the charge two steps further. They also mapped out Federated's disaster recovery process, and are providing ADSM training for employees. Lavu describes the Champion team as "brilliant. They are very good at creating the best solution. And they're diligent on their follow-through."

WHAT'S

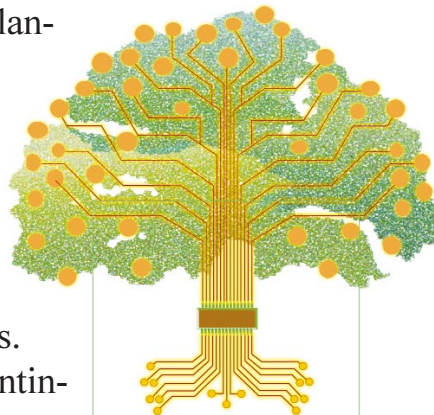
As Ratnakar Lavu reports, Federated is so pleased with the Champion solution that the company is planning to roll out the system at other locations and to install disk storage units in its facilities in Phoenix, Arizona and Clearwater, Florida. The company is also considering applying the same technology to its insurance division.

"Fashion can be a very unpredictable business and it's a challenge to find that sure thing," says Lavu. "So it is refreshing to be able to put total confidence in a company as Federated did with Champion, and know that you've absolutely made the right choice."

what it took

Champion moved Federated from platter storage to tape libraries, to allow for backup of the entire storage system. They also moved the company to RS/6000 servers. Visual-information software made it possible for Federated to convert employment records from image to text for instant, online updating of information.

Champion devoted two to three months to planning, then had the whole system installed and running to speed - and with no loss of data - within approximately two weeks. "Champion was with us from 'Day One' as far as the planning process was concerned," says Lavu, "and they continue to check with us to make sure we're where we want to be in our systems. They didn't just hand us the solution. They continue to make sure that it works."



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