



## Success Story

### CADENA SER

#### Cadena SER radio station finds the answer to all its data storage needs with NEO 8000 tape library

##### Challenges:

- Need to increase data storage capacity
- Need to reduce information retrieval time
- Requirement for hierarchical storage
- Requirement for ability to set up partitions

##### Solution:

NEO 8000

##### Benefits:

- Shorter backup process
- Perfect match to the radio station's storage needs
- Easily managed and administered solution
- Good cost-to-productivity ratio

##### Partner:

Quisar Informática, S.A.  
<http://www.quisar.com>

Cadena SER is one of the key elements of Grupo Prisa, the largest publishing and communications company in Spain. Its nearly five and a half million daily audience make it the most listened to radio station and one of the most influential media outlets in Spanish society. Programmes like the morning show Hoy por Hoy, the evening magazine La Ventana, or El Larguero, the leader in Spanish sports radio, have cultivated a highly loyal audience, with listener numbers well above those of competitors.

During its more than 80 years Cadena SER has always been at the forefront of technology. In 1988 it was the first Spanish radio station to broadcast via satellite, and shortly afterwards, in 1992, it completed the digitisation of its studios.

New technology has led to a total revolution in the way the communications media present their information. In 2002, Cadena SER went even further by starting a "global digitisation plan" which, in recent years, has been extended to all other radio stations in Spain.

##### The Challenge

Santiago Caballero is the head of IT Operations and Support at Cadena SER and one of the key people responsible for ensuring that the entire IT infrastructure works correctly: "New technology at the radio station is of the utmost importance. Our 'product' — broadcasts, stored audio and advertising — is always digital."

Huge volumes of digital audio data are generated every day, and in 2004 storage problems began to occur all too often with the old tape library. It could no longer cope with storing or retrieving the growing volumes of data. The radio station decided to begin a selection process to acquire a new system.

Cadena SER discovered Overland Storage's equipment through Quisar, the company's partner in Spain, which the station has been working with for many years. Santiago Caballero recalls the decision to choose the

Overland tape library: "Without a doubt, the NEO 8000 had the largest capacity and the best features. Economically and qualitatively, it was an offer we could not refuse."

Another reason why Cadena SER decided on the Overland equipment was the possibility of working with hierarchical storage: "The audio we produce here has a very high compression system because the quality has to be good. This requires us to have very powerful storage solutions. This library enables us to use hierarchical storage to be able to recover that information later." In May 2004, the Overland NEO 8000 became Cadena SER's new storage solution.

**"We have never allowed system maintenance requirements to have any impact on the editors' work, and the NEO 8000 assures us of this."**

Santiago Caballero  
Head of Operations and Support,  
Cadena SER

##### The Solution

It is difficult to make a comparison between the time spent making backup copies with the old library and with the Overland NEO 8000 because the amount of data handled now is much greater. But Santiago has no doubt about the matter: "We used to be more limited, so we could never store as much information as we can now. With far more data, the backup process is shorter — and it would be shorter even if the amount of information were to double or treble. We have never allowed system maintenance requirements to have any impact on the editors' work, and the NEO 8000 assures us of this."



The installation of new computer systems has on occasion resulted in technology problems for the entire company. This, however, was not the case with the Overland storage solution, which, as Santiago Caballero explains, was totally compatible with the station's IT infrastructure: "All of the changes have been positive." Further evidence of this was seen again later when Cadena SER installed new network infrastructure — with which the NEO 8000 was again fully compatible.

## The Benefits

Sonia Hidalgo is in charge of the daily administration and management of the Overland NEO 8000, and is one of the people who really appreciates its capabilities. Highlighting its straightforward operation, she comments: "It's very simple to use, and does not require a lot of time. You don't even need any special training to make it work properly."

Regarding the installation and set-up of the system, she says: "The people from Overland installed the system ready to go. Since then, I've managed it alone. There's no more to it. Another person takes over for me when I'm not here."

After more than two years storing and retrieving information with the NEO 8000, Cadena SER has not only achieved all of the objectives it had set, but, as Santiago Caballero states: "We have taken advantage of many of the equipment's options. We even have partitions set up within the library, something that is a little more sophisticated, and we have had very good results."

The Overland storage system's cost-to-productivity ratio is another of its strong points: "When we decided on this solution and ruled out other companies, we were convinced that we were buying not only the best equipment, but also the best option as far as quality-to-price was concerned. Time has proved us right."



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## About Overland Storage

For almost 25 years, Overland Storage has delivered world-class data protection solutions designed to ensure business continuity. Focused on backup and recovery, Overland's data protection solutions include the REO™ family of diskbased backup and recovery appliances and the award-winning NEO SERIES® of tape libraries. Overland sells its products worldwide through leading OEMs, commercial distributors, storage integrators and value-added resellers. For more information, visit Overland's Web site at [www.overlandstorage.com](http://www.overlandstorage.com).

  
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