

## Daily Newspaper Reduces Database Administration Costs by over 50 Percent

When the Milwaukee Journal Sentinel was first published in 1837, the manual press that printed the daily newspaper was the only technology it had. Today, the newspaper's information technology department manages complex databases, networks, and content management systems.

Like many major daily newspapers across the nation, the Milwaukee Journal Sentinel must find new ways of operating amid declining ad revenues and increasing costs.

The IT department struggled to keep its costs down while maintaining high service levels. It encountered repeated challenges with a critical function of its organization, database administration. Managers found it difficult – and costly – to search for, train and keep qualified database administrators (DBA). Moreover, the need for part-time DBAs to back up the primary DBA added significant costs to the IT budget.

### Customer

Milwaukee Journal Sentinel

### Challenge

Reduce the cost and management hassles of database administration.

### Solution

datAvail took the place of one full-time and two part-time DBAs, while providing more comprehensive expertise.

### Results

- The newspaper cut its database administration costs by over 50%
- The team responds more proactively to problems, reducing downtime
- Around-the-clock coverage minimizes problems

## Veteran DBAs, 24x7 Support

Jim Herzfeld, Journal Sentinel's CIO, looked to datAvail instead. datAvail provides database administration for businesses of all sizes, effectively becoming an expert extension of a company's IT team.

"We wanted to find, at a reasonable price point, someone to take over our DBA services," Herzfeld said. "In datAvail, we found many hidden benefits of outside database management services that were not immediately visible."

Those benefits included around-the-clock coverage, more proactive database management and no need for training.

datAvail began by auditing the IT team's current situation. The results surprised Herzfeld and the entire executive team.

"When we started, we didn't expect to save money, but just replace the services that we needed," Herzfeld said. "We just wanted to solve a bunch of management headaches."

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**Jim Herzfeld, CIO**

The audit pinpointed areas to reduce costs. Most notably, datAvail’s service eliminates the need and cost of having to hire part-time DBAs to back-up the primary DBA. Instead, datAvail assigned two veterans, both with decades of experience, to the project. One specializes in SQL, the other in Oracle. Additionally, datAvail’s team of 70 experts around the globe stands ready to support the team.

## More Proactive Monitoring

The audit also uncovered the real costs of training and educating DBAs. “We would send them to class but they were never part of a larger team that could share insights like our other functions,” Herzfeld said. “Consequently, we were always struggling because we couldn’t leverage the knowledge.”

While lowering its database administration costs, the Journal Sentinel enhanced its monitoring capabilities with datAvail. That allows the team to foresee and troubleshoot any problems more quickly.

“We are now more proactive than reactive,” Herzfeld said. “Our documentation has taken leaps forward, since datAvail could get up-to-speed faster than any new hire.”

datAvail also found and immediately addressed several performance issues. As a result, production times came down, batch operations improved, and better response times give the team more time to recover.

## Bottom-Line Benefits

Though initially skeptical, Herzfeld says that the results of partnering with datAvail have been both immediate and permanent.

- Measurable cost savings of over 50% by eliminating both part-time DBA back-ups and training costs
- Improved response time that enables more time to recover
- Around-the-clock coverage that eliminates scheduling problems around vacations and nighttime emergencies
- Less downtime with proactive monitoring
- Management focuses on core issues, instead of hiring and training
- A team of experts tackles any crisis

Ultimately, the IT team increased its service to the newspaper while lowering its costs.

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