

## Sing Tao News Group

**Deployment of JP1/SD and JP1/AIM enables Sing Tao News Group to lessen the time of IT inventory tracking from 90 days to 2-3 days that is just one 30th of the time taken before. This alone saves great amount of labor cost.**

**Inventory information has incorporated both hardware data and software data, such as hardware assets, network information, software assets, licensed protocol, contract, change records and maintenance history.**

### Customer Overview:

Sing Tao News Corporation Limited ("Sing Tao News Group") is a media corporation with a vision to become a leading content and service provider serving global Chinese communities. Its principal activities comprise Media and Media-related operations including Newspapers, Magazines, Recruitment Media, Media Services, Books and Content Services. In addition, the Sing Tao Group of companies is also engaged in Trading, Broadband Content and Distribution, and E-learning and Corporate Training. The Company is listed on the Main Board of the Hong Kong Stock Exchange (stock code: 1105). Fiscal 2006 posted sales revenue totaled around HK\$ 2 billion.

### Business Challenges:

As one of the largest media groups in Hong Kong, Sing Tao News Group has been equipped with a sizable IT system which has over 1200 computers connected with the network. Those computers have different types of configuration, operating system, installation set-up, office system and business applications installed as a result of diverse date of purchase over the time span. The stability, reliability, security and performance of the overall IT environment significantly impacts on not only the users' productivity but also the operations of different subsidiaries of Sing Tao News Group.

Mr. Wang Xun, Head of the IT Department of Sing Tao News Group, realizes that one of key challenges is to maintain the most updated IT inventory list on a real-time basis. To a listed company, IT asset management is a big headache to both finance and IT departments. On the one hand, either manual counting or electronic data fill-in recording conventional practices can no longer keep pace with fast-changing IT environment due to more frequent change of IT devices, and shorter cycle of application upgrades. On the other hand, what matters to the company is the IT asset information, including not only hardware configurations but also the operating systems installed, configurations and legitimate software applications, which is to be updated at any time.

Mr. Wang stated, "Facing intensifying competition in this time-sensitive business, we set very high requirements for the overall IT system. Only a dozen IT staff have to support the maintenance for the entire Group's 1200 computers, which creates us problems in terms of human resources, effort, cost and time. In media industry, even an instant downtime of IT system in a critical time may hurt the Group's earnings." Therefore, Sing Tao News Group has aligned a clearly-defined IT strategy with business needs to enhance IT compliance, stability and security level with minimum personnel involvement. To make that happen, Sing Tao News Group began seeking for desktop management software tailored to the company.

### Solution to Address Thorny Problems in Multiple Facets:

"The role of "fire brigade" that IT staff have been playing—spending plenty of time in putting out "fires" in a passive way has to be changed so that they shall be freed from simple routine maintenance work to focus more on the core business." -- That is the goal which the Group's IT system management team has been pursuing.

To achieve this goal, a few problems have to be resolved in the first place: Firstly, IT efficiency of the operation has to be improved. IT administrators were often occupied with telephone and on-site troubleshoot support handing and most of the incidents were simple and repetitive, thereby adversely affecting the operational efficiency and cost effectiveness.

Secondly, IT inventory' management capability shall be enhanced. Previously, IT inventory audit would keep a dozen IT staff busy for three months, consuming a vast amount of time and effort of IT department every time. Because of its system's complexity, manual inventory audit mostly focused on hardware machine counting, yet the software asset management capability could not meet the intensive requirements for inventory management. Thirdly, the security management of IT operation environment has to be strengthened. Updating of various software patches and virus list shall be done on a timely basis in responding to increasing number of "zero-day virus attacks".



*"It is reasonable to conclude that JP1 helps consolidate the competitiveness of Sing Tao News Group and facilitate the realization of its ultimate goal in maximizing the company stakeholder interests."*

*Mr. Wang Xun  
Head of the IT Department,  
Sing Tao News Group*

# JP1



*“Either the enhanced back-up support capability of IT department that can allocate more resources to other business priorities or the lower operation costs resulted from JP1 leads to an ultimate outcome of enhanced competitiveness of Sing Tao New Group in the market.”*

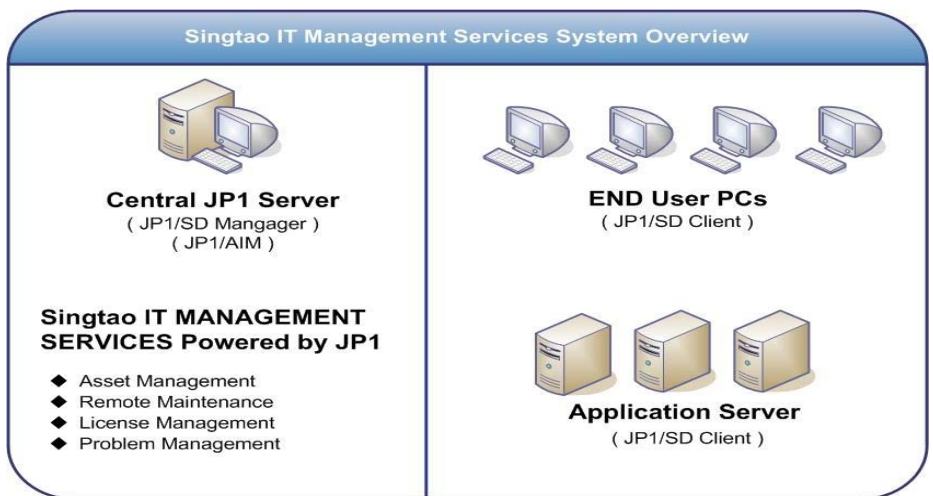
Mr. Wang Xun

<b>Needs</b>	<ul style="list-style-type: none"> <li>➤ IT efficiency of the operation has to be improved</li> <li>➤ IT inventory's management capability shall be enhanced</li> <li>➤ The security management of IT operation environment has to be strengthened.</li> </ul>
<b>Solution</b>	<ul style="list-style-type: none"> <li>➤ Centralized asset management of hardware and software using JP1/Asset Information Manager</li> <li>➤ Helpdesk support including remote control using JP1/Remote Control</li> <li>➤ Distribution management of software using JP1/Software Distribution</li> </ul>
<b>Benefits</b>	<ul style="list-style-type: none"> <li>➤ The time of IT inventory tracking from 90 days to 2-3days</li> <li>➤ The cost of IT support is lowered</li> <li>➤ The efficiency is improved with valuable time resource saving</li> </ul>

After examining various vendor solutions, Sing Tao News Group finally selected Hitachi JP1 (Job Management Partner1) which has excelled the others through demonstrating strong product characteristics of high user-friendliness, flexibility, stability and cost-efficiency with unparalleled services delivered. The key decisive factor was high cost-efficiency of the JP1/SD (Software Distribution) and JP1/AIM (Asset Information Manager) modules of JP1 Desktop Management Module. Compared with other vendor suppliers, JP1's market positioning is apparently more catering for the needs of Sing Tao News Group. Apart from JP1's functional merits, there're two most outstanding aspects of JP1/SD and JP1/AIM: Firstly it is designed with flexible architecture where different modular solution can be selected to meet the customer needs at a high performance-to-cost ratio. Secondly, with its good ease of use and robust designs, JP1 can enable IT administrators to master the installation and operation techniques and to create workflows for various data gathering very easily after a short training session.

### JP1 Boosts Corporate Competitiveness

With the implementation of JP1/SD and JP1/AIM solution, Sing Tao News Group has not only improved the availability of IT system but also substantially lower the cost of IT support, and more importantly, the efficiency is improved with valuable time resource saving, which can be re-allocated for the enhancement of the consistency, stability and security of the overall IT system. "There are two aspects of the most apparent improvements: Firstly, JP1 solution shortens the responding time of IT department to all the problems and enhances service capacity of IT staff, and offers effective back-up support for all the media subsidiaries of Sing Tao News Group in intensified competition. Secondly, it generates a high return of investment. The huge saving of labor and effort means lower operation costs. In the near future, it is believable that the total operation costs saved by JP1/SD and JP1/AIM solution will outnumber the purchase investment amount we put into."



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