Content Leader Gains Visibility, Prepares for Cloud Expansion with Cisco Intersight

DMM.com · Industry: Digital content and services · Size: 1600 employees · Location: Tokyo, Japan

DMM.com Ltd. is a Japanese electronic commerce and Internet company. The company manages DMM.com, an online entertainment site that allows users to purchase goods and services such as e-books, games, mainstream DVD releases, and 3D printing. Its subsidiary DMM.com Securities is the world’s second largest foreign exchange company in terms of trading volume. For more information, visit dmm.com.

### Challenges

- Deliver diversified services to 29 million customers
- Simplify IT operations
- Improve infrastructure and service visibility

### Solutions

- Cisco Intersight™
- Cisco Unified Computing System™ (Cisco UCS®)

### Results

- Improved fault monitoring and response
- Eliminated 24x365 infrastructure maintenance schedule
- Established management platform for hybrid and multicloud deployments
Challenge: Deliver 40-plus services to 29 million customers

DMM.com is a truly diversified business that offers more than 40 unique services—everything from digital content distribution to online shopping, gaming, and financial trading to English conversation and software programming classes. With more than 29 million members and roughly 2.5 billion page views every month, it is one of Japan’s leading content providers.

All of DMM.com’s services are running on Cisco UCS, a powerful infrastructure platform that is easily managed and scaled. Some 400 Cisco UCS B-Series Blade Servers are at the heart of the company’s IaaS environment, and roughly 200 Cisco UCS C-Series Rack Servers are dedicated to its gaming platforms.

“We provide infrastructure as a service to our internal customers, so simplicity and manageability were very important,” says Mr. Naoshi Takahashi, senior infrastructure engineer at DMM.com. “Our Cisco UCS environment was designed to be operated with only a few people.”

The infrastructure has greatly simplified systems maintenance, upgrades, and expansions, he explains.

“I felt Cisco UCS was superior to conventional servers in areas such as initial setup and configuration, performance, and cost,” Mr. Takahashi says. “And it’s very easy to manage. Our company used to have a 24-hour, 365-day schedule for infrastructure monitoring and maintenance, but after deploying Cisco UCS, we no longer needed it.”

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Mr. Shinichi Ito, Technical Engineer, DMM.com
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Mr. Naoshi Takahashi, Senior Infrastructure Engineer, DMM.com

Gaining more visibility, preparing for multicloud

With its business continually expanding, DMM.com recently sought to increase the visibility and management of its infrastructure and services portfolio. The company adopted Cisco Intersight for its unique ability to visualize large-scale virtual environments.

“Our environment has grown to about 5000 virtual machines and six fiber interconnects, so we’ve been searching for a viewer that can provide a holistic form of visualization,” says Mr. Shinichi Ito, technical engineer at DMM.com. “Cisco Intersight gives us a bird’s eye view of the entire infrastructure.”

The management platform also provides continuous health updates, helping identify and pinpoint faults—often before they occur—and providing actionable recommendations for how to address them.

“If we can understand the health status of each piece of the infrastructure, we can deal with issues in advance by anticipating faults and isolating them early,” Mr. Ito says.

“We cannot allow services to be suspended due to hardware problems,” Mr. Takahashi adds. “With Cisco Intersight, one great advantage is that we can understand the fault predictors and deal with the issues more proactively than before.”

Built for hybrid and multicloud environments, Cisco Intersight will also help DMM.com extend its business to the public cloud and attract in-demand IT specialists.

“We’re moving in the direction of using and promoting clouds, and the number of people within the company who are part of a cloud-native generation is increasing,” Mr. Takahashi says. “Cisco technologies help us deliver infrastructure services in a seamless, abstracted way across multicloud and hybrid cloud environments.”

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