

Transforming backup into an efficient as-a-Service solution

TMS Entertainment relies on Dell APEX Backup Services to back up its entire virtualization infrastructure directly to the cloud.



“The simplicity delivered by APEX Backup Services and VxRail lets us focus on future digital transformation initiatives and contribute to the growth of our business.”

Business needs

TMS Entertainment Co., Ltd., an animation production company, consolidates various in-house business systems into a virtualization platform. With problems often occurring in its existing backup system, the company wanted to adopt an advanced cloud-based backup environment as part of a company-wide refresh of its virtualization infrastructure.

Business results

- Time-to-resolve for backup errors reduced from up to one month to none
- Eliminated the backup system-related data center footprint
- Simpler and highly scalable enterprise-wide virtualization infrastructure
- Enables in-house engineers to focus on digital transformation initiatives

Mr. Ayaki Kawase

Director of Information Systems Management,
Corporate Division | TMS Entertainment Co., Ltd.

Solutions at a glance

- [Dell APEX Backup Services](#)
- [Dell VxRail](#)

Japan's animation industry has gained many fans all over the world. As a pioneer, TMS Entertainment has created hit works for more than half a century. The company has worked on over 12,000 episodes involving 440 films. Currently, TMS Entertainment is focused on three areas: animation production, video licensing and merchandising — with plans to continue to be a comprehensive producer of animation.

TMS Entertainment is also trying to contribute to the overall development of the Japanese animation industry. Its vision of transforming anime sustainable development goals (SDGs) is built on three pillars: production, industrial structure and human development to make the Japanese anime industry more sustainable.

Challenges to digital transformation initiatives

TMS Entertainment's information systems division — responsible for the company's information strategy — is actively engaged in business transformation using advanced digital technology. "The Japanese anime industry has a long history and tradition, and therefore there are many analog operations," says Mr. Ayaki Kawase, director of information systems management, corporate division, at TMS Entertainment. "Because there are industry-specific customs, digital transformation can't be achieved by simply adopting a commercial package. We are collaborating with a number of external startup companies to accelerate our digital transformation."

This transformation includes the information systems department itself. The company was looking to shift its in-house engineer skill set to full-stack capabilities. However, the biggest roadblock was infrastructure management and operation. "For example, in an existing environment, backup systems often had unexplained errors," Kawase remarks. "Once these problems occurred, our



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engineers had to devote valuable resources to solving them, even though the engineers want to work on more value-added tasks. I felt this was such a waste.”

Applying an as-a-Service model to backup

With plans to refresh its virtualization infrastructure, TMS Entertainment decided to adopt a new infrastructure that fundamentally solves these issues. The company chose Dell APEX Backup Services and Dell VxRail hyperconverged infrastructure (HCI).

In the past, the company first backed up its storage in the data center, and then archived it to cloud. “We were building this two-stage system to prepare for a data center-level disaster, and large-scale failures,” explains Kawase. “But for five years, we had never encountered a situation where restore was required. We started to feel that having local backup data was pointless. For our new infrastructure, we looked for a backup solution that can back up the virtualization infrastructure directly to the cloud.”

Most vendors that TMS Entertainment consulted offered the same two-step backup proposal. The only vendor that met the company’s requirement was Dell Technologies with its APEX Backup Services. The software-as-a-service (SaaS) data

protection solution centrally manages and executes backups for a wide variety of workloads. Because it’s SaaS, backup capacity can easily be expanded on demand. Of course, there’s no need to install hardware or complete a build at all. “We wondered whether the solution we wanted didn’t exist, but we finally found APEX Backup Services,” Kawase adds.

Up and running in just 5 minutes

During the implementation process, the unique advantages of APEX Backup Services were fully demonstrated. “From the day we moved our virtual servers to a new platform on VxRail, back up to the cloud started immediately,” notes Kawase. “The configuration process required only about five minutes, so it took almost no time. APEX Backup Services has a source-side deduplication feature,



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The user interface is also highly appreciated. Kawase continues, “Because the interface structure and menu are simple, anyone can easily use the interface. This eliminates training costs to help users master the tool, and avoids operation management siloes that depend on specific personnel.”

With its previous backup system, there were cases where a system reboot was needed to solve errors. However, because planned outages are set to occur monthly, the company often had to wait up to a month for resolution. “APEX Backup Services can resolve errors with the click of a checkbox, so we’ll no longer be troubled again,” Kawase says. “Being able to free valuable engineer resources from failure response work is really big for us.”

Aiming to create new innovations

With the new APEX Backup Services and VxRail environment, TMS Entertainment is expecting a boost in its pursuit of digital transformation. “In the future, we would like to put more focus on data analytics and other operations,” concludes Kawase. “By positioning our information systems division to address the top line of business, we hope to contribute to the creation of new innovations. Dell Technologies will firmly support this effort.”

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