

TV sportscaster scores on network efficiency and security

A sports TV media service provider had a computer center that was reaching the limits of its capacity and performance. The business needed a reliable production environment and a highly available and secure IT infrastructure.

But while traditional IT security was all about keeping threats and malware outside the network, today's multilayer approaches have to consider not only external hazards but also wider issues such as data confidentiality, multi-vendor platforms, and disjointed applications.

The sportscaster engaged Siemens Enterprise Communications to design and implement a new network and security infrastructure, including the virtualization of the server landscape and the development of process-supporting web applications for cooperation with partners.

The project, which included Enterasys and third-party products along with OpenScale security solutions and OpenScale Security Services, involved Siemens Enterprise Communications putting together a combination of web and content security systems.

Based on Cisco, IronPort and Check Point firewalls, this allowed the TV company to meet high data flow demands and guarantee the security of sports program material.

In addition, company sites were equipped with Enterasys secure networks components to add muscle to the network and support the high demands of real-time video transmission.

With a solid security structure and a reliable network in place, Siemens Enterprise Communications set about implementing:

- As a basic requirement for virtualization, and in order to ensure higher capacities and performance, Siemens Enterprise Communications implemented a centralized storage server managed via NetApp.
- Siemens Enterprise Communications' experts developed, designed, and implemented a virtualization concept to reduce total cost of ownership and secure the network infrastructure.
- SharePoint portals were used to get partner recommendations, offer video sequences from a media library, call up feedback for quality control, and access a tool to market live TV production in more than 180 countries.
- Microsoft Dynamics AX software was introduced to cover asset, cost, and salary accounting, and bid and order processing.

The web portals and the ERP software were implemented as part of an OpenScale Managed Service.

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Benefits

The combination of an innovative security concept, a high-performance network infrastructure, and central back-up now gives the sportscaster the security and high availability it needs for the optimum production and broadcasting of sports TV events.

This guarantees the best possible end product for the company's partners and customers, in addition to which they get better processes and information thanks to the central web portal provided as an OpenScale Managed Service.

Last but not least, the business benefits from significant process automation, and virtualization has helped to bring down the company's total cost of ownership and energy bills.

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