

CASE STUDY

MEDIA SECTOR

ALL3MEDIA



All3Media is a global group of 20 television, film, and new media production and distribution companies that produce over a thousand hours of programming a year. In the UK it's responsible for TV shows such as *How to Look Good Naked*, *Shameless* and *Midsomer Murders*. Following a management buyout, All3Media chose Redcentric to provide its network, hosting and voice systems.

CHALLENGES

All3Media was formed in 2003 following a management buyout of Chrysalis Group's TV division. It comprises a group of companies from across Germany, the Netherlands, New Zealand, the US and the UK – where it is the country's largest independent television production company.

After the buyout, a number of issues faced the new company, the most pressing of which was to take the TV division off Chrysalis's systems and create a new infrastructure for All3Media within 12 months.

In order to achieve this new infrastructure, Damien Frost, All3Media's IT Director, wanted to work with a company that would be able not only to

host the vast amount of data involved but also to work within their timeframe. It was also important that it could support All3Media's plans for rapid expansion.

Damien Frost wanted to make sure he chose a company that could:

- Provide the network infrastructure to connect various All3Media offices around the UK to the new system.
- Offer scalability of both the network and secure data storage resource.
- Provide the support and expertise that would enable All3Media to keep staff overheads to a minimum.

REALISING THE BENEFITS

With Redcentric, we're getting the sophisticated technology that you would expect to be available only from the really big telecom companies but with a level of personal service, flexibility and support that the bigger companies simply can't deliver.

Damien Frost
IT Director, All3Media



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HOW REDCENTRIC HELPED

Damien Frost was already familiar with Redcentric as Chrysalis was an Redcentric customer. He was confident that Redcentric would be able to meet the group's challenging schedule for migration as well as providing the scalability and support he was looking for. Redcentric very soon rewarded him by successfully migrating the Chrysalis TV legacy systems in six months – six months ahead of schedule.

Redcentric provides All3Media with:

- Virtual hosting of the company's critical servers and applications.
- Backup and archiving of its data.
- Managed network services including private access to Redcentric's core MPLS network.

In addition, All3Media has steadily been increasing its use of Redcentric's telephony services. From the outset, it took advantage of Redcentric's competitive rates for call charges and lines tariffs on their ISDN lines.

In addition, as the group has grown through acquisition, it has steadily been expanding its use of Redcentric's managed VoIP service (Unity), and SIP trunking from Redcentric is providing a gateway on legacy PABXs. As these reach their end of life, they are being replaced by Unity.

TECHNICAL INFO

- Network connectivity
 - Layered VPN
 - Internet
- Managed data services
 - Managed Backup service for 1TB of critical data
 - Managed Archiving service for all file system data
- Virtual server hosting
- Managed firewall
- Unity
- SIP trunks

BUSINESS BENEFITS

Damien Frost sees Redcentric as an integral part All3Media's ability to grow and produce programmes. He says, "Redcentric is a trusted partner and really we view the people we work with there as members of the wider internal team. It's like having network, data management and voice specialists in my team without actually having to employ them."

Cost savings

With space constantly being freed up on in-house servers through offsite backup and archiving to Redcentric's highly secure data centres, there's no need to pay for extra disk capacity in-house. These capital expenditure savings are matched by operational savings on ongoing equipment maintenance costs. In addition, with specialist expertise being provided by Redcentric, fewer in-house IT staff are required.

Scalability

Redcentric has continuously supported All3Media's expansion plans. Network connectivity to new sites is quick and straightforward, and virtual offices can be set up anywhere quickly and easily. The network service's flexibility means it is just as easy and fast to move or remove offices.

Business continuity

With critical data safely backed-up offsite in Redcentric's highly resilient data centres and constantly available over its high-availability private MPLS core network, business continuity is assured. Similarly, if one component of the IP telephony service fails, failover systems immediately take over so there is no interruption to the phone service.

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Damien Frost
IT Director, All3Media

Improved operation

As responsibility for back-end operations and for keeping the technology up to date and future-proofed lies with Redcentric, there is no need for Damien Frost's team to spend time maintaining and monitoring the network, firewalls, backup software, tape drives and so on. This frees up the team to concentrate on supporting All3Media's core business.

First class service

Damien Frost says, "With Redcentric, we're getting the sophisticated technology that you would expect to be available only from the really big telecom companies but with a level of personal service, flexibility and support that the bigger companies simply can't deliver."

