

CASE STUDY: MEDIA & ENTERTAINMENT

ON AIR

THE BUSINESS CHALLENGE

Based out of Ontario, our client is one of Canada's most successful media and entertainment companies. They are a market leader in specialty television and radio. Recently, the client moved to its new headquarters, which is among the most advanced broadcast facilities in North America. The new facility consolidates 11 locations, including more than 20 television services, 3 radio stations and 1,100 employees. Not only does it house all current operations, but its configuration allows for up to three times as many services to be delivered to and from the facility.

Due to such a large-scale move, the client needed a full range of communications solutions, including business phone, data services, broadcast video, and Internet services. The media and entertainment industry is such a fast-moving growth industry that even a momentary lapse in communication could cause serious problems for our client's viability. For its telecommunications services, they had 2 major requirements – reliable communications links and a robust network capable of supporting future growth.

THE SOLUTION

- **Data Services: Private Line / EVPL / VPLS**

Shaw Business began with a complete makeover of the client's network. Our skilled technical team provided the professional services and technical support to customize a network that met their unique needs. To prevent downtime and solve for transition challenges, we created a high-capacity, super reliable Private Line redundant ring between the client's old head office and the new head office. The ring provided them with the confidence and security to transition programming and business data flow from the old facility to the new one.

From there, we designed an EVPL solution to establish head office backup to a data centre located in the GTA (Greater Toronto Area). VPLS services were utilized to move internal LAN traffic -- such as desktop applications and file sharing -- from cross-Canada branch offices to head office. EVPL and VPLS services provided the inherent reliability and security of a fully meshed MPLS network. Meanwhile, all of these data services were supported by industry-leading Service Level Agreements (SLA) that outlined availability requirements.

THE RESULTS

Designing, planning, and implementing services took several months of carefully coordinated work. After implementation, our client was pleased to see that the services were performing above expectation. Today, they rely on Shaw Business for Business Voice, Data Connectivity, Internet and Broadcast Video services across Canada. With over 625,000 fiber route km and the financial strength of Shaw, we were able to provide both scalability and reach. Shaw Business also offered connectivity to even the most remote and difficult-to-reach branch locations -- without blowing the budget.

Visit SHAW.CA/SBS or call 1.866.244.7474 to see how we can partner with your business.

Together is Amazing.

SHAW BUSINESS