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PC Solutions Develops Effective Technology Solutions for NDTV's Business Needs and Growth Plans

Case Study



customer QUOTE

“Over our 20 plus years of partnership, PC Solutions has time and again managed all our processes very effectively. We engage with them for our technology driven business needs, as we are confident of always getting the best advice and the best possible implementation.”

K. Y. Iyer, Head-IT, NDTV

New Delhi Television (NDTV), for a quarter century, has been a pioneer in India's news television arena. It has deployed some of India's most advanced and sophisticated production, news aggregation and archiving facilities. Over the years, it has expanded its brand portfolio to seize opportunities in the 'beyond news space' and has step-down subsidiaries like NDTV Lifestyle, NDTV Convergence and NDTV Worldwide.

Multi-fold CHALLENGES

The Media & Entertainment industry has witnessed mega disruption over the last decade, across all segments, such as TV, music, movies, books, news, and advertising. For NDTV, it was no different. Rapid growth and the popularity of its channels posed numerous challenges for the company's IT infrastructure.

For NDTV, the need for reliable and scalable cross-platform IT solutions became imperative as its ecosystem comprised of multiple players including content creators, physical and digital content distributors, storage and telecom service providers, and intellectual property managers.

One of the primary challenges for NDTV was on the storage front. “Storing data is just a part of the business but making that data available on-demand is equally important,” says K. Y. Iyer, Head-IT, NDTV.

Another cause of worry was providing access to core business applications to its users who were spread in more than 20 locations across the country. “The challenge for us was to publish non-Web and business-critical applications via the Internet,” informs Iyer.

NDTV also required its field reporters to be physically present at the site of a news incident, as and when it happened. These reporters need to be always available and connected in real-time with the studio to enable effective decision-making.

Scaling up the existing email and desktop security software along with license consolidation, mailing and productivity tools upgrade, further added to the woes of the IT team.

“Software and other licensing issues are a critical area for us and we take them very seriously. We wanted the whole organization to be on a single platform,” Iyer says.



Solution behind the scenes

NDTV partnered with PC Solutions Pvt. Ltd. to identify the gaps, propose and implement solutions for all the above mentioned challenges. PC Solutions began with a thorough analysis of NDTV's existing infrastructure and the operational difficulties faced.

To mitigate the storage challenge, a centralized architecture was created. It involved a cross-platform file and storage structure through the implementation of the StorNext file system. This was deployed on StorNext MDC Server installed on dual HP ProLiant DL380 G7 Servers. The storage itself was installed on the HP P2000 Disk Storage Array supporting a storage size of 24TB.

Benefits

- Cost reduction through centralized application delivery to multiple locations
- Workstations on various platforms can access common storage
- Storage capacity of 20TB available for post-production staff
- Simplified management of server and desktop environment
- Increased employee productivity
- Reduction in IT maintenance costs
- Secure, scalable and reliable IT infrastructure
- Effective and real-time business decision-making

An application virtualization solution was implemented comprising of Citrix XenApp and Microsoft Windows Server 2003 to provide users access to core business applications. The solution allowed users in multiple locations easy, on-demand access to applications using the Web Interface capability of XenApp and provided scalability to accommodate future needs of the company.

To address the concerns around license consolidation, mailing and productivity tools upgrade, PC Solutions implemented Microsoft System Center for efficient management of hardware and software assets, Microsoft Exchange to manage email, calendar and contacts and Microsoft Lync for increasing user productivity and availability through built-in communication tools like instant messaging, VOIP and video conferencing.

The OCS, Exchange and OCS chat facilities were configured and integrated by online / offline user categories. The end to end solution design, development and deployment was handled by PC Solutions.

Email and desktop security was beefed up by a security solution comprising of Symantec Protection Suite. An enterprise level implementation was carried out to provide secure IT infrastructure, messaging and Web security, and data protection solutions for both physical and virtual environments. The solution also addressed issue of the antivirus being compliant with the requirements of the organization's software vendors.

Staying ahead of the **GAME**

The scalable, cost-effective storage solution now supports high-performance data access between heterogeneous environments like Linux, Mac, Unix and Windows operating systems.

“After the storage consolidation, our post production artists have 20TB of capacity available to them. The performance arising out of the SAN and StorNext has made life easy for our users, enabled faster data availability and there is no immediate concern around storage capacity,” says Iyer.

NDTV also realized significant cost savings in terms of manpower, resources and travel costs from the centralized application delivery to multiple locations. Other advantages included improved security, streamlined IT administration, higher business productivity and improved end-user satisfaction.

“With application processing occurring on the server behind the firewall, and with user access strictly defined, our confidential information is now protected. We have enabled our users and provided them the rights to access applications as and when they want,” says Iyer.

The Lync/OCS and Exchange platform has ensured real-time availability of chat updates on OCS, lowered total cost of ownership, increased productivity, reduced communication costs, increased live data communication and helped in taking prompt decisions.

“PC Solutions has time and again managed all our processes very effectively. We have engaged with them for over 20 years to develop technology enabled business solutions as we are confident of always getting the best advice and the best possible implementation,” says Iyer.

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