

## CASE STUDY

Media



### When Seconds Count, Problem Avoidance Becomes Critical

For many decades, this \$2B mass media company has enjoyed undeniable success with its ability to keep pulse with pop culture, entertainment, food, fashion, lifestyle, news, finance, and sports for more than 200M digital and magazine subscribers. From an IT perspective, there is zero-tolerance for service delays when the business relentlessly works to release media content within seconds of real-life events. Before partnering with TGT, the media company worked with a TPM on a small portion of their infrastructure. Their initial experience helped them conclude that not all TPMs are built for mission-critical support delivery. It takes just one incident to experience the risks associated with a provider that lacked internal L3 engineering and the predictive tools necessary to interpret systematic alerts that signal a pending failure. Unfortunately, this technical capability gap led to a prolonged production outage as their former provider had to search externally for backline expertise and tools required to diagnose the problem.

With a diverse infrastructure of Dell, HP, Oracle/Sun, and Hitachi Storage, the IT organization set out to find a new TPM provider that could unequivocally prove its internal technical proficiencies and digital technology-, including alert identification and problem avoidance capabilities. Upon learning that TGT's TPM 2.0 support includes in-house L3 engineers, ServiceNow, and specific software technologies that receive system alerts and automate workflows, the mass media company chose to consolidate their contracts with TGT. Now in their third year with TGT, the national media giant saved over \$750,000 and continues to rely on TGT to help prevent problems from occurring in the first place. TGT's commitments to research, engineering, and automation tools are vital credentials to be considered when choosing a maintenance and support provider for mission-critical operations.

#### Challenges

- Existing provider lacked skills and tools needed to prevent outages
- Lack of cross-platform expertise extended recovery time
- Exposure to finger-pointing and confusion during critical triage

#### Solutions

- TPM 2.0's automated 24/7 preventative support
- Consolidated agreement for Dell, HP, Oracle/Sun, Hitachi
- Inhouse L3 engineering with cross-platform expertise

#### Results

- \$750,000 Three Year Savings
- Simplification of contract management
- Single point of service for hybrid environment



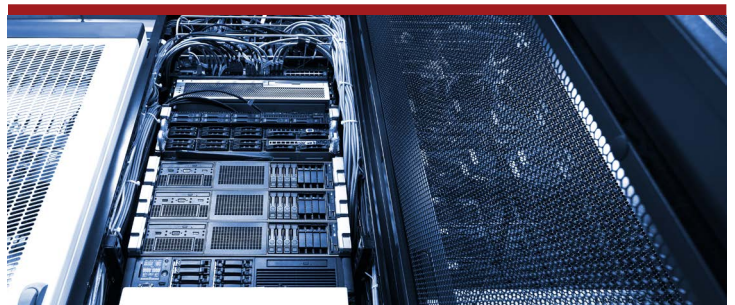
**\$750K Savings**



**Streamlined Management**



**Single Point of Contact**



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