OPTIO
a data strategy company

MEDIA
BROADCASTING

Desired Outcomes

- Simplified infrastructure management

- Reduced demand of IT staff

- Standardized infrastructure platform

- Flexible, future-ready infrastructure

Case Study: Broadcasting Group

Optio Data implemented a Dell PowerEdge VRTX infrastructure for easy management and flexibility for growth

Technologies Used in the Solution

- Dell PowerEdge VRTX

Problem and Action Taken

With over a hundred locations, a national broadcasting company was experiencing difficulty maintaining their infrastructure which consisted of traditional Dell PowerEdge servers, PowerVault arrays, and networking equipment. They were also struggling to manage the infrastructure because of limited expertise and manpower. The broadcasting company wanted to update their current environment to a standardized platform across all locations that would also provide simplified yet more robust management features.

Originally, the broadcasting company considered adding more Dell PowerVault arrays, Dell PowerEdge servers, and switches. However, after Optio Data evaluated their infrastructure goals, we recommended the Dell PowerEdge VRTX solution for ease-of-management and the ability to grow at each location.

The national broadcasting group decided to move forward with the VRTX solution, and they began to realize benefits immediately. They found that installation and setup was so simple, it didn't even require IT staff to be onsite thanks to the plug-and-play nature of the Dell VRTX.

Customer Result

By implementing the Dell PowerEdge VRTX solution at each location, the broadcasting company is now able to manage IT remotely, drastically reducing management overhead and providing room for future growth. The new platform has simplified management, not only because it is converged, but also because of the intuitive management features.

"With the VRTX, setup was so easy, we didn't even need to be on location! It's literally plug-and-play; that's practically unheard of. It has also improved our day-to-day operations. Managing the devices is pretty straightforward and can be done remotely, which is a game-changer for a nationally distributed company like ours."