case study ⌄

MEDIA AND ENTERTAINMENT

CONFIDENTIAL CUSTOMER

Background

An internationally-awarded marketing, media and entertainment agency serving customers like Netflix, Disney, Walmart, Coca-Cola, STARZ, VH1, and more, tackles the toughest business challenges of the digital age with technology. **Note:** for security we do not list active managed service clients by name on our website. Ask us for a reference

Services Rendered

- Managed Services Agreement Full-service Outsourced IT)
- Network and Wireless Infrastructure Upgrade
- Managed Compliance
- Managed WiFi Service
- Backup and Disaster Recovery
- Custom-Built File Sharing and Media Editing Server

Company Size	Region	Industry
106 employees	**Los Angeles, California**	**Media and Entertainment**

Challenge

The customer, an internationally-awarded agency whose current and past clients include brands like American Apparel, Netflix, Walmart, Coca-Cola, Disney, Monster/NOS, IMAX, VH1, Campbell's, TripAdvisor, FX, STARZ, PayPal, The Raiders, and more. In the marketing, media and entertainment industry speed is everything but when wireless connects at a snail's pace, deliverables and deadlines suffer. Agility drives innovation.

The agency had a small IT team but after the last IT person left, they decided to partner with a local MSP; however, they continued to experience issues. That's when Tim, the Director of Human Resources, reached out to Next Perimeter. We identified the following key challenges:

- Intermittent internet connectivity issues, poor signal strength with dead spots and lackluster wireless performance in an office where 95% of employees hotdesked with laptops.
- Turnover of IT staff produced an unstandardized technology and network stack (different hardware including switches, servers, access points, etc.) which created compatibility issues, patch management challenges, and made the IT environment extremely difficult to manage
- Antiquated business phone system built by an IT staff member. The PBX was a single point of failure hosted on a desktop with frequent outages and dropped calls which impacted employees' ability to answer inquiries and communicate with clients, staff, and partners.

- The Synology file server was an older model at storage capacity and experiencing performance issues handling modern post-production workloads.
- Stringent client compliance requirements could not be achieved without a more advanced network infrastructure.
- With 40 employees (now 105) and no dedicated IT department, end-users were left to fend for themselves to resolve IT-related and troubleshoot computer or software issues. This undoubtedly led to more downtime and less productivity from the agency's workforce.
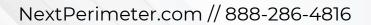
Solutions Provided

Next Perimeter began the relationship with an in-depth assessment of the agency's processes, software, hardware, and business objectives. ITSG recommended a complete overhaul of the core network and wireless infrastructure by implementing:

- Smart web-managed HP Aruba switches with 10Gb uplinks to provide advanced high-speed connections to support the post-production team's 4K editing

- Ruckus R710 Wireless Access Points with direct 5Gb connectivity designed for the agency's data-intensive multimedia applications, specifically 4k video transfers and high-performance multi-gigabit WiFi connection to support the 95% of employees who operate strictly using WiFi

- A new mid-range next-generation SonicWall firewall for better security and flexibility to address compliance requirement while providing more bandwidth with 10Gb connectivity to support data-intensive file sharing.

- Next Perimeter Voice-over-IP (VoIP)

After a thorough cost-analysis of the slowing Synology file sharing server used for media editing that was nearing storage capacity, the customer decided that Next Perimeter's custom-built MegaFile server was the most cost-effective solution for scalable performance and the agency's long-term business goals.

With expandable storage capacity of 720 Terabytes, drive redundancies to protect high-value projects, and unmatched performance, the agency now has a file server that will remain competitive for years to come and can efficiently edit live 4k video editing on the file server.

As the agency's dedicated IT department, Next Perimeter provides all their software, hardware, help desk, backups, security services and more to ensure systems and employees are operating at their best.

Results

- An estimate $91,000 saved in lost productivity and downtime saved with Next Perimeter' managed services in the first year, compared to 2016.

- The network and wireless upgrade effectively eliminated downtime, spotty connections and improved employee productivity by enabling everyone to have fast, reliable internet connections.

- Employees and management experienced seamless communications and immediately recognized superior call clarity with Next Perimeter VoIP business phone solution over their old phone service.

- Post-production editing and rendering times were reduced by 45% with the new performance server

- The agency exceeded compliance standards and continues to sustain compliance with one of their most valued clients.

- In three years, there have been zero data breaches, data breaches or detected malicious threats thanks to the security measures, advanced network segmentation and endpoint security tools implemented by Next Perimeter.

- Zero data loss events have occurred that could not be fully recovered.

- The agency has not dropped below 99.95 uptime across.

NEXT PERIMETER

Let's Work Together

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About Us

As a leader in cloud-first cybersecurity and IT support, Next Perimeter protects businesses from modern threats, whether in the office or remote. Our Zero Trust architecture and SaaS posture management deliver a secure, optimized endpoint experience without the need for servers or office space.

Our SASE network as a service replaces traditional VPNs with an always-on, secure connection, ensuring high-speed, reliable network security across the globe. Specializing in holistic threat detection and response, we safeguard your digital assets with cutting-edge AI-powered solutions.