



CASE STUDY

US SATELLITE BROADCASTER

Leading US Satellite Broadcaster
Adopts Hybrid Cloud Model



UNITAS CASE STUDY : SATELLITE BROADCASTER

THE CHALLENGE



**TOTAL WORLDWIDE SATELLITE TV
SUBSCRIBERS: 220M**

- SIA State of the Satellite Industry Report, 2017



**US SATELLITE TV REVENUE PER
YEAR IS ESTIMATED AT \$39.7B**

- SIA State of the Satellite Industry Report, 2017



**41% OF GLOBAL MARKET IS IN THE
US**

- SIA State of the Satellite Industry Report, 2017

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THE CHALLENGE

UNITAS' CLIENT, A US SATELLITE BROADCASTER, HAD A PROBLEM. THEIR EXISTING IT INFRASTRUCTURE WAS A STATIC SYSTEM, UNABLE TO SCALE FOR SURGES OR DIAL BACK TO COVER DIPS IN DEMAND. AS THE CLIENT'S WORKLOAD WAS HIGHLY SEASONAL, THEY OFTEN HAD TO PAY FOR UNUSED CAPACITY. WITH THE EXPECTED SEASONAL SURGE IN DEMAND COMPOUNDED BY UPCOMING PRODUCT CHANGES, AND COST PROJECTIONS SWIFTLY RISING PAST A SUSTAINABLE LEVEL, THE CLIENT NEEDED A SOLUTION FAST.

KEY CHALLENGES

- Seasonal changes in demand made existing systems inefficient and costly
- Anticipated product changes would place too great a demand on legacy IT infrastructure
- Lack of communication, outdated processes, and siloing within the client's organization

As a household name with a mountain of legacy hardware, software, and data to manage, the client was not well equipped to handle their transition to the cloud.

Further roadblocks to an in-house solution were caused by their siloed organizational structure and reliance on manual processes for managing their IT infrastructure.

Combined with the inflexibility and age of their existing systems, the issues with inter-departmental communication prevented them from solving these challenges on their own.

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THE SOLUTION

UNITAS DESIGNED A HYBRID CLOUD SOLUTION TO ADDRESS THE CLIENT'S NEED FOR FLEXIBILITY AND SCALABILITY WHILE MAINTAINING A PRIVATE CLOUD. A THOROUGH REVIEW OF ORGANIZATIONAL PROCESSES WAS CONDUCTED AND A NEW GOVERNANCE MODEL WAS DEVELOPED, WHICH FOCUSED ON INTERNAL COMMUNICATION AND DE-SILOING DEPARTMENTS, ALONG WITH DEVOPS PROCESSES AND SUPPORTING TOOLCHAINS.

Unitas' five-stage methodology ensured a process of both prompt delivery and client satisfaction throughout the project:

DISCOVERY

Unitas' team worked with the client to define project parameters, goals, and budget. Their main challenges at this stage were flexibility, upgrading outdated infrastructure and organizational processes to support the cloud, and cost management.

DESIGN

Unitas then designed a hybrid cloud solution leveraging a combination of OpenStack and AWS. The chosen solution combined a private, on-premises cloud solution for most of the client's workloads and storage, with AWS public cloud handling surges in demand.

DEPLOYMENT

After design and approval, Unitas then deployed the pilot hybrid cloud solution as quickly as possible in cooperation with the client's IT team.

MANAGEMENT

An essential element of the solution was the design and implementation of new governance procedures and workflows. Unitas worked with the client's teams across almost every department to develop streamlined, agile processes to improve delivery times for code and satisfy new internal audit and approval standards.

To support the new cloud system, Unitas also trained employees in the use of DevOps and continuous integration/delivery toolchains, along with other automation strategies.

After training and hand-off, Unitas continued to provide ongoing management for the client's newly-installed systems. Unitas' end-to-end SLA, which not only offers comprehensive support services post-project, but also offers financial compensation for outages and downtime, was key in ensuring long-term operational excellence, security, and peace of mind for the client.

RESULTS

The client saw immediate and positive impact in almost every aspect of their operations.

After implementation of the hybrid cloud solution, they were able to scale capacity to meet any anticipated workload while ensuring the most efficient possible use of resources at all times. The savings were significant when compared with their prior solution.

With their new workflows and tools, the client's application development teams have been able to deliver code to production systems more quickly than before. Together with the cost savings and improved communication within and between previously siloed departments, this allowed the client to implement a fast, continuous development cycle for applications.

As a direct result of adopting this approach, the client was able to use microservices architecture for all new applications, allowing them to scale and more easily serve a much wider range of platforms and devices.

BENEFITS DELIVERED:

- **COST-EFFECTIVE HYBRID CLOUD SOLUTION, SCALABLE TO MEET ANY ANTICIPATED DEMAND**
- **FASTER, MORE EFFICIENT DEVELOPMENT WORKFLOWS FOR APPLICATIONS**
- **ADOPTION OF MICROSERVICES ARCHITECTURE FOR NEW APPLICATIONS**
- **TRAINING IN AND ADOPTION OF AGILE METHODOLOGIES**



WWW.UNITASGLOBAL.COM

Find out what a hybrid cloud solution looks like for you.

sales@unitasglobal.com