

How a Global Media Organization Scaled Hybrid Monitoring Across 60 Product Teams



ABOUT

Industry
Media & Entertainment

Location
UK



CHALLENGE

This Global Media Organization had a diverse infrastructure with many discrete monitoring tools in place, with some running on individual PCs that would



RESULTS

Virtana Platform enabled a smooth transition to the cloud, where Global Media Organization has moved approximately 50 percent of their infrastructure and services.

ABOUT:

This Global Media Organization is a public service broadcaster headquartered in England. The Media Organization is the oldest and largest local and global broadcaster by stature and by number of employees. Since its formation, the Media Organization has played a prominent role in UK life and culture.

THE CHALLENGE:

Broadcast technology is changing, and people are consuming more of their news and entertainment online, so the Global Media Organization was concerned about continuing to deliver an exceptional customer experience through this medium. To address these changing market expectations, the organization has increasingly adopted continuous delivery and DevOps across its groups as well as transitioned significant infrastructure and services to public clouds.

Not surprisingly, consumers have a new level of expectations for digital experience delivery, which translates to a low tolerance for issues with page loads, media-streaming errors and latency in general. The Global Media Organization IT teams knew their chaotic and disparate monitoring approach before Virtana was increasing the risk of a degraded customer experience, which could result in significant damage to the brand's reputation.



Virtana directly benefits Global Media Organization in that it allows us to capture and analyze performance data to detect incidents in both infrastructure and applications so we can move quickly to find a root cause and take action to bring the service back up.



Head of Monitoring
Global Media Organization



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My vision was very much to have a single dashboard so our NOC team can pick up incidents quickly.

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Head of Monitoring
Global Media Organization

Like many large media organizations, this Global Media Organization had a diverse infrastructure with many discrete monitoring tools in place, with some running on individual PCs that would frequently crash. The NOC team was required to constantly monitor multiple dashboards in different applications. This created an environment in which it was very difficult for NOC team members to identify actionable events and respond to them quickly.

With more than 60 product teams relying on a monitoring solution, the centralized NOC team needed a platform that could not only monitor health and status across the distinct services but could also integrate into DevOps workflows to ensure comprehensive monitoring coverage within a single pane of glass.

THE RESULTS:

The Media Organization had been with Virtana since 2009, and their improved, streamlined monitoring through a unified platform has contributed direct value in terms of both customer satisfaction and operational efficiency. In addition, the Virtana Platform enabled a smooth transition to the cloud, where they had moved approximately 50 percent of their infrastructure and services. The Virtana deployment monitors approximately 1 million data points every five minutes across more than 5,000 devices within their hybrid IT infrastructure.

This Global Media Organization chose Virtana for three key reasons: scalability, flexibility and value for money.

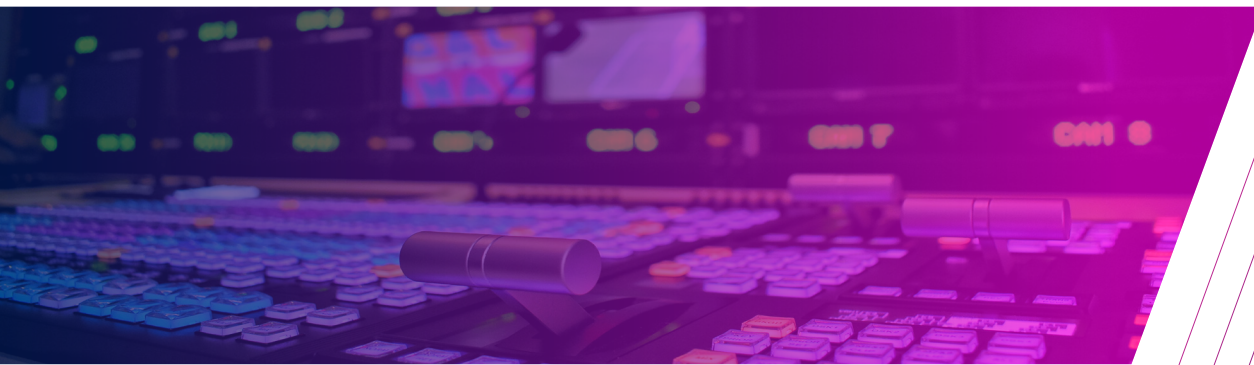
Scalability: Rapid changes in broadcast technology coupled with monitoring vast amounts of data (with a 24/7 feed to the internal NOC) required software-defined IT operations at scale. The Organization's Virtana implementation was able to monitor 3,000 metrics per second and 20 events per second. A key factor in scalability was the agentless Virtana architecture, which greatly reduced the deployment burden.

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Head of Monitoring
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Flexibility: The Media Organization has an agile, dynamic business model. They work quickly, and they innovate often. The centralized NOC team needed to implement a solution that would intrinsically fit within the fast-paced DevOps workflows of each product group. To simultaneously cater to their differing needs, the NOC team leveraged the extensible nature of the Virtana Platform, automating application monitoring and meeting cross-team dashboard requirements with Integrations. This flexibility has garnered broad internal adoption among their monitoring teams, product groups, operations teams and senior management.

Value: Because the Global Media Organization is a public service broadcaster supported by taxpayers, financial accountability and consistent quality of service were non-negotiable aspects of their strategic goals. Virtana allowed Global Media Organization to exceed uptime expectations in a cost-effective manner with simple licensing that didn't increase costs based on the amount of data collected or processed.

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If we didn't have
Virtana, our audiences
would have a degraded
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reputation would suffer.

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Head of Monitoring
Global Media Organization