Media Giant Gains Efficiencies through Network Visibility

Digital First Media implements LiveAction to improve overall network management

EXECUTIVE SUMMARY

Customer Name: Digital First Media
Industry: Media & Entertainment
Location: Denver, Colorado
Employees: 8,000+

BUSINESS CHALLENGE
- Improve operational efficiencies through real-time visualization to accurately monitor, troubleshoot, and analyze traffic flow

SOLUTION
- Leveraged LiveAction software to gain real-time visibility into traffic flows
- Simplified interpretation of network data and performance

BUSINESS RESULTS
- Streamlined troubleshooting performance issues and accelerated problem resolution
- Reduced network problem resolution from hours to minutes

Business Challenge

Digital First Media, headquartered in New York City, reaches more than 67 million Americans each month through more than 800 multi-platform products across 18 states.

In an industry where rapid consumer adoption of new devices, streaming media, high-bandwidth networks, social media platforms, and other amazing technology advancements are transforming business, Digital First Media Director of Infrastructure Fernando Ballerino faces a challenge to satisfy performance and business needs of this fast-paced network environment.

For Digital First Media one of the biggest benefits of having LiveAction is the fact that it helped streamline fault detection, isolation and resolution. With hundreds of devices across hundreds of sites, LiveAction enabled Digital First Media's Network team to turn the data collected from network devices into actionable information. Based on LiveAction's ability to visually represent the network traffic, Network team including Senior Network Engineer Zahid Khalid can quickly locate and resolve any network issues, helping front line IT groups.

Beyond the operation aspects, LiveAction will allow Digital First Media to look deeper into network design and optimize performance based on the historical playback features LiveAction offers. By using historical data from production networks the team can better view how the network performs in real-world scenarios to better focus design efforts and drive increased performance.

For More Information

Download a free trial of LiveAction at http://liveaction.com/download/.

This customer story is based on information provided by Digital First Media and describes how that particular organization benefits from the deployment of LiveAction application-aware network performance software. Many factors may have contributed to the results and benefits described.

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