



CASE STUDY

Sky News Arabia

e& facilitated a network refresh plan for Sky News Arabia by deploying end-to-end global managed solutions.

Customer background

Sky News Arabia is a leading pan-Arab news organisation broadcasting across the Arabic-speaking world.

With a free-to-air TV channel, audio platforms and online platforms, it is the home of breaking news, business, lifestyle, arts, culture and sports coverage.



Challenges and requirements



Existing global network infrastructure requiring a bandwidth and solution revamp



Unifying network solutions across multiple globally operated sites



Improving application performance and having better network visibility



Optimising costs without compromising on quality



Lack of IT skill sets at remote locations for management and monitoring network performance

The digital era has changed the way individuals and organisations learn, connect, generate and share information.

This content explosion along with intensive streaming has heightened the competition and made the media and entertainment industry evolve to constantly provide real-time, relevant and quality information.

As the world gets closer and globalisation eliminates the information delay, there's an undeniable need to transform, not just at an operational level, but at the very core of connectivity.

Sky News Arabia has a network of bureaus across MENA, Europe and the US that delivers round-the-clock news to viewers from around the globe.

Given the global nature of Sky News Arabia, the media organisation wanted to deliver a quality experience to their audience along with streamlined connectivity, thus contributing to a sustainable business model.

The prime focus for Sky news Arabia was to adopt technology that supports their long-term IT requirements, such as building a robust network, maintaining top-of-the-line solutions compatible with workforce requirements, and unifying networks globally.

For Sky News Arabia, it was essential to connect the internal stakeholders working from different locations and ensure seamless traffic of voice and data intensive content.

Prioritising and segmenting studio traffic over others to achieve optimal performance was another crucial aspect for the company.

Sky News Arabia was also seeking a single managed service provider with a strong partner network that could deliver a managed SD-WAN solution that would support network modernisation across their operational sites.



The set-up comprised a fully redundant underlay network of global MPLS and managed global internet with an overlay of managed, secure SD-WAN solution that promised the required uptime along with segmenting the critical traffic routes.

Sky News Arabia prioritises the quality of traffic, and therefore etisalat by e& supported the heavy workloads and massive traffic by setting up policies to prioritise traffic and switch between the underlays.

As part of the offering, e& provided a consolidated dashboard to Sky News Arabia to access network performance along with round-the-clock support services.

The deployment also assured guaranteed SLAs leading to minimal network downtimes.





Technical solution details

e&'s solution is a managed hybrid-WAN service comprising the following:

1. **Connectivity:** Major sites remain on secure GMPLS connections and remote sites will connect via cost-effective internet underlay connections. All links are provided by e& or e& global partners
2. **SD-WAN:** Remote sites will be connected using e&'s SD-WAN service with centralised management and support
3. **Internet gateway:** Seamless traffic flow between MPLS and internet

Benefits



Network expansion and modernisation without impacting existing set-up



Managed migration from existing set-up into SD-WAN technology with minimum downtime



Single managed service provider ensures streamlined management and consistent use of technology across global locations



Ease of adding more business applications in the future



Centralised management for all global sites with one cloud-based dashboard



Increased productivity and better user-experience owing to less network failures



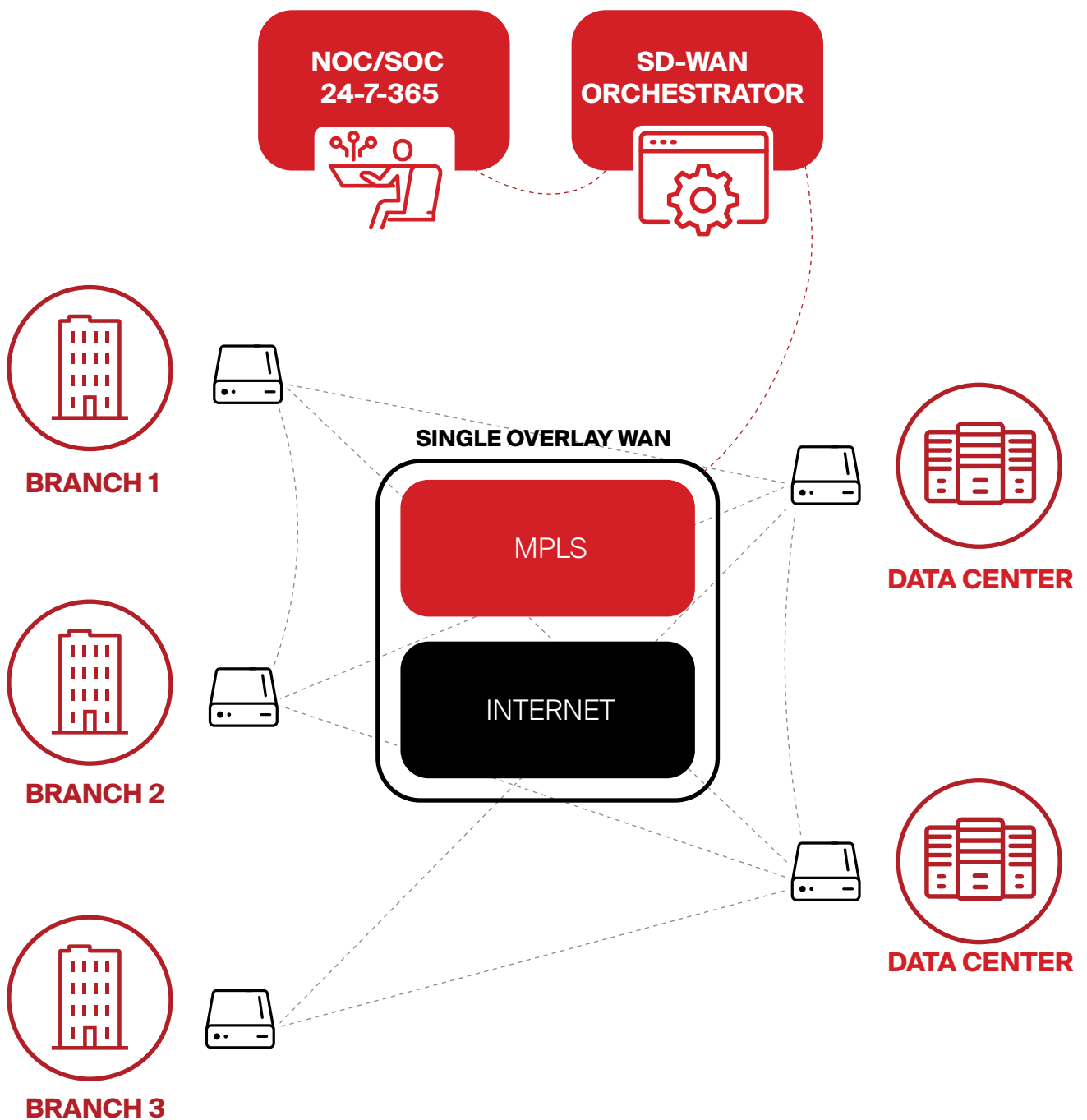
Cost-effective solution that aligns with the commercial requirements and brand standards of Sky News Arabia



Professional expert service with guaranteed SLAs, quick resolution and 24/7 support services

High level diagram

Full meshed hybrid network connecting 22 global locations - 8 GMPLS links + 14 internet links



Solution

Sky News Arabia's technical vision required the professional expertise of an ICT managed service provider who could understand the dynamics of their complex operations and use a consultative approach to implement leading global practices.

Having shared an excellent corporate relationship with e& in the past, the media company was confident about joining hands with them for its network transformation.

e& proposed a managed hybrid SD-WAN solution that could resolve the challenges of Sky News Arabia. Since e& had worked in the past to deploy MPLS solutions across several sites of the media organisation, they had an in-depth understanding of the customer's overall network architecture. An easy migration plan from the legacy setup to a future-proof, scalable, end-to-end, managed hybrid SD-WAN solution was undertaken by e&.

The implementation commenced by analysing the multiple global sites of Sky News Arabia and ensuring consistency and network visibility for all locations.

