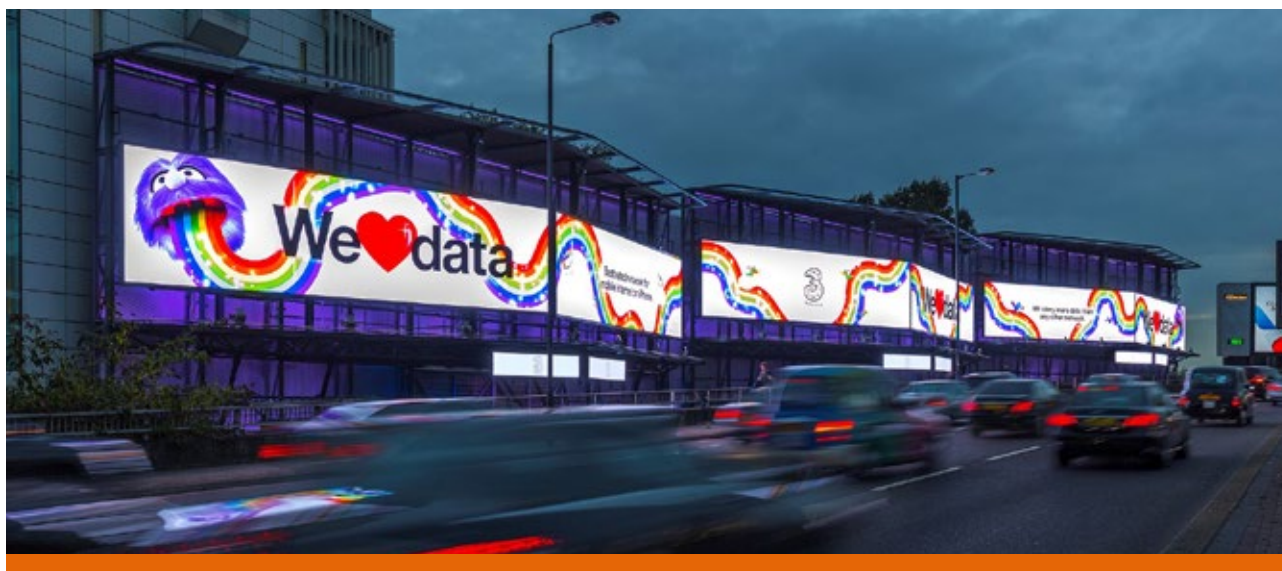


Clear Channel Calls on Flexible Infrastructure Support

ISN's flexible delivery approach enables Clear Channel to assure mission-critical services to the business and tap-into specialist project expertise whenever it needs



About Clear Channel Outdoor

Offering an advertising portfolio that puts brands where they want to be, Clear Channel's 590,000 print and digital sites in some 25 countries across Asia, Europe, Latin America and North America connect advertisers with over half a billion people every month.

In the UK, Clear Channel operates more than 40,000 classic and digital advertising billboards and screens nationwide. Its award-winning creative teams are dedicated to delivering immersive out-of-home campaigns featuring the latest interactive displays, digital touch screens, shelter and POS wraps, plus 2D and 3D billboards, to create unforgettable brand engagement moments.

The Challenge

Based in the UK, the Clear Channel Infrastructure team provides core services to the company's European business units. With digital advertising sales becoming an increasingly important revenue generator, the evolution of the existing DC and network infrastructure to support a fully programmatic digital platform capable of delivering content on demand had become a business priority.

"We needed a trusted advisor to help us map out and implement new infrastructure..."

- Ray McGregor-Allan,
Infrastructure Services Manager at Clear Channel Outdoor

That meant initiating a high availability unified platform and revamping production systems to take full advantage of the scalability and continuity offered by cloud services. Evolving the infrastructure would involve spinning up a second data centre to assure business-as-usual service delivery in the face of any eventuality.

"We needed a trusted advisor to help us map out and implement new infrastructure that would give us greater redundancy, capacity and visibility, together with the flexibility to support the needs of the business into the foreseeable future," explains Ray McGregor-Allan, Infrastructure Services Manager at Clear Channel Outdoor.

Case study | Clear Channel Core

Undertaking a project on this scale meant tapping into specialist resources and expertise fast. So Clear Channel turned to ISN for the support it needed to supplement existing internal skills and manpower assets.

The Solution

As a trusted provider of network, process management and BAU support services, ISN's intimate knowledge and understanding of Clear Channel's business operations and technology structures meant little time was lost getting the project up and running.

"The ability to call down ISN services on a consumption-only basis gives me huge flexibility in terms of being able to tap into capability and resources on an 'as needed' basis," confirms Ray. "Whether that's dealing with break/fix issues in the data centre or helping us implement a major infrastructure refresh." Throughout the duration of the project, ISN was on hand to help the Clear Channel Infrastructure Services team transition to a new and fully redundant dual data centre model, enabling connectivity, networking and security elements while supporting the fit out and provisioning of the second data centre in preparation for go-live.

"ISN provided networking design expertise and, from my perspective, the all important bodies on the ground needed to implement a major project of this type. With ISN on board, my teams could focus fully on maintaining normal 'business as usual' operations," continues Ray.

ISN solution

- Flexible expert IT consultancy and support
- Independent and trusted expertise in DC, networking and security
- Access to on-site and remote support services
- Support Desk services supplemented by mission critical support as required

Benefits

- Consumption-based call down of specialist skills and expertise
- Expertise on hand to support one-off projects
- Transparent costs, use only what you need
- Scale support and resources up and down at will – no contract lock-in
- Trusted advisor and critical flexible resource
- Expert advice and recommendations on latest technology developments, challenges and launches





The Results

The flexibility of the ISN service credits delivery approach gives Clear Channel's Infrastructure Services team significant flexibility on how and when it calls on ISN for help. It's an approach that eliminates the typical cost and resource constraints that can get in the way of fast-tracking access to skills, expertise, consultancy and people – and makes the unpredictable easier to prepare for.


"I'm able to call on specialist capabilities as needed, pulling on ISN for urgent project resources or day-to-day support to cope with unexpected events, such as sickness striking one of my team," confirms Ray.

"As a result, ISN have become a trusted and fundamental resource we turn to whenever we need to brainstorm problems and challenges. We also depend on them to keep us informed of up and coming technology solutions we can leverage to benefit the business. We know we'll always get a thoughtful and workable response, whatever we throw at them," he concludes.

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