



**INDUS SYSTEMS**  
& SERVICES PVT. LTD.

# CASE STUDY

**Seamless Network Refresh for a Leading  
Media Company in Indian Television  
Media**

# OVERVIEW

**Solution Area(s): Hybrid IT Infrastructure - HCI**  
**Industry Vertical: Media**



## BACKGROUND

A leading organization specializing in TRP ratings for Indian television media required a comprehensive network transformation to keep pace with its expanding data requirements and operational demands. Their existing network infrastructure, built on aging hardware, struggled with frequent performance bottlenecks, reduced reliability, and an inability to scale efficiently. These limitations hindered real-time data processing, impacted the accuracy of audience measurement, and restricted the organization's ability to adapt to growing industry demands.

Recognizing the need for a robust, future-ready network, Indus Systems and Services collaborated closely with the organization to design and implement a modernized networking solution. By leveraging cutting-edge, high-speed technologies, Indus ensured improved network performance, enhanced reliability, and seamless scalability, allowing the organization to optimize operations and drive data-driven insights more effectively.

# CHALLENGES

The organization encountered several infrastructure-related challenges:



**Aging Network Hardware:** Legacy core, distribution, and spine switches were unable to support growing bandwidth needs, leading to degraded performance.

**Bandwidth Limitations:** Insufficient network capacity resulted in slow data transmission, affecting real-time processing and operational efficiency.

**Reliability Concerns:** Increased risk of network failures due to outdated infrastructure, posing potential disruptions to business continuity.

**Seamless Upgrade Requirement:** The organization needed a smooth transition to a modern network without disrupting ongoing operations.

These issues necessitated a comprehensive solution that would address current limitations while future-proofing the IT environment.

## OUR COMPREHENSIVE SOLUTION

Indus conducted a comprehensive assessment of the customer's network environment and designed a tailored solution to address performance, reliability, and scalability challenges. A full network refresh with Cisco Nexus switches was implemented to enhance speed, optimize data flow, and future-proof the infrastructure against growing business demands.

### Key Solution Components:

**Deployment of 20+ High-Performance Cisco Nexus Switches:** Strategically positioned across the core, distribution, and spine layers to ensure a high-speed and resilient network backbone.

**Upgraded Network Architecture:** A complete overhaul of outdated switches, optimizing data flow and reducing network congestion for seamless operations.

**High-Speed 25G Connectivity:** Integrated high-bandwidth connections to support real-time, data-intensive applications and enable faster response times.

**Future-Ready Scalability:** Designed for effortless expansion, ensuring the infrastructure can accommodate increasing data loads and emerging technologies.

**Seamless Integration & Minimal Downtime:** The transition was meticulously planned to integrate smoothly with existing systems, minimizing operational disruptions and ensuring business continuity.

# IMPLEMENTATION HIGHLIGHTS

Indus Systems and Services ensured a smooth and efficient transition to the upgraded network infrastructure, minimizing disruptions and maximizing operational continuity. Every phase of the deployment was meticulously planned and executed to enhance network performance and reliability.

## **Minimal Business Disruption:**

- The project was implemented in a phased manner, ensuring uninterrupted operations with near-zero downtime during the transition.

## **Strategic Deployment Planning:**

- A well-structured deployment strategy enabled an efficient shift from legacy switches to advanced Cisco Nexus switches, ensuring a seamless upgrade.

## **Expert Configuration & Testing:**

- Indus' professional services team meticulously configured and tested each switch, optimizing network performance while eliminating potential risks.

## **Advanced Performance Optimization:**

- Post-deployment fine-tuning enhanced network speed, data flow, and redundancy, delivering long-term operational stability.

## **Comprehensive Post-Deployment Support:**

- A dedicated support framework was established to provide continuous monitoring, proactive troubleshooting, and future scalability enhancements.

# BUSINESS IMPACT

The upgraded network infrastructure significantly enhanced the organization's operational efficiency, scalability, and reliability. With the deployment of high-performance Cisco Nexus switches, the company now benefits from improved speed, stability, and future-ready capabilities, ensuring seamless IT operations.

## **40% Increase in Bandwidth:**

- The transition to high-speed 25G connectivity resulted in a 40% boost in available bandwidth, allowing for faster data transmission, reduced latency, and enhanced responsiveness for mission-critical applications.

## **Superior Network Reliability:**

- The new infrastructure eliminated previous bottlenecks and failure points, significantly reducing the risk of unexpected outages and ensuring consistent uptime for business operations.

## **Effortless Scalability for Future Growth:**

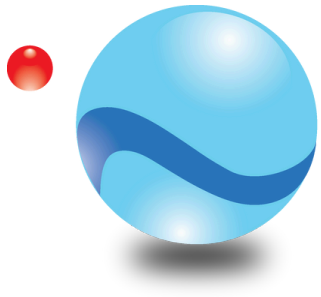
- With an optimized core, distribution, and spine architecture, the network is now equipped to handle increased data loads, supporting the company's long-term expansion without performance degradation.

## **Optimized Performance for Business-Critical Applications:**

- The enhanced network backbone ensures seamless operation of data-intensive processes, enabling real-time analytics, improved collaboration, and uninterrupted access to essential business tools.

# CONCLUSION

Indus successfully transformed the network infrastructure of the company in Indian television media, delivering a robust, high-speed, and scalable solution. With Cisco Nexus switches in place, the organization now enjoys improved bandwidth, enhanced reliability, and future-ready capabilities. Our professional services team played a crucial role in ensuring a smooth transition, reinforcing our commitment to delivering seamless and impactful technology solutions.



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Inspired by this company's success story?

Get in touch with us to start your journey  
towards a robust and future proof IT  
infrastructure.



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