INDUS SYSTEMS & SERVICES PVT. LTD.

CASE STUDY

Optimizing a leading Media Organization with High-Performance Infrastructure

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OVERVIEW

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

BACKGROUND

A leading media research organization specializing in television audience measurement was struggling with critical performance and scalability issues due to its aging IT infrastructure. Their production application, responsible for TRP metering of Indian TV media channels, was hosted on outdated servers connected to multiple shared storage systems, creating inefficiencies, slow data processing, and frequent operational bottlenecks. As audience measurement is time-sensitive and data-intensive, the organization faced challenges in meeting growing demands for accurate and real-time insights.

To overcome these limitations, they sought a robust, scalable, and high-performance solution that could streamline operations, enhance system reliability, and future-proof their IT ecosystem. Indus Systems and Services collaborated closely with the organization to assess their existing environment, identify pain points, and implement a modernized IT infrastructure tailored to their unique requirements.

CHALLENGES

The organization encountered several infrastructure-related challenges:

Aging Hardware: Legacy servers and shared storage systems were causing frequent performance issues, unplanned downtime, and higher maintenance costs.

Limited Scalability: The existing infrastructure lacked the flexibility to accommodate growing data processing needs and future expansion, restricting operational growth.

Operational Inefficiencies: Slow processing speeds and resource constraints were impacting the accuracy, timeliness, and overall efficiency of TRP metering operations.

Network Bottlenecks: The outdated network architecture struggled to handle the high bandwidth demands of real-time media analytics, leading to data transfer delays and system congestion.

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

OUR COMPREHENSIVE SOLUTION

Indus Systems and Services conducted a comprehensive assessment of the organization's infrastructure needs and designed a modern, high-performance solution. The proposed infrastructure included:

- **Dell HCI All-Flash Ready Nodes:** Ensuring high-speed processing and improved storage performance.
- **VMware VCF Platform:** Delivering a robust, software-defined data center for streamlined operations.
- **Dell 25G Switches:** Enhancing network throughput and reducing latency.

Key Solution Components
- **Hyper-Converged Infrastructure (HCI):** Consolidated compute and storage resources for simplified management and improved efficiency.
- **Enterprise-Grade Virtualization**: VMware VCF optimized workloads, providing better automation and resource utilization.
- **High-Speed Networking:** The integration of Dell 25G switches ensured seamless data flow and minimized congestion.

IMPLEMENTATION HIGHLIGHTS

Indus Systems and Services executed a meticulously planned deployment strategy, ensuring a seamless transition to the upgraded infrastructure while minimizing operational impact and maximizing long-term efficiency.

Minimal Disruption:

- Indus' expert services team conducted a carefully phased migration, ensuring near-zero downtime and maintaining uninterrupted access to critical applications. Comprehensive pre-deployment testing and risk mitigation strategies further minimized operational risks.

Rapid Implementation:

- Utilizing proven deployment methodologies, Indus completed the infrastructure overhaul within the stipulated timeline, enabling the client to maintain business continuity. A dedicated project management team ensured timely execution, coordination, and alignment with the client's operational goals.

Future-Proof Scalability:

- The newly implemented high-performance infrastructure provided a 60% increase in capacity, accommodating future applications, higher data volumes, and more complex analytics. The scalable architecture ensures the organization is well-equipped for long-term growth, innovation, and evolving industry demands.

BUSINESS IMPACT

By upgrading to a high-performance IT environment, Indus Systems and Services enabled the media research organization to improve efficiency, data accuracy, and scalability. The infrastructure overhaul delivered faster processing, better resource utilization, and long-term growth readiness.

100% Performance Boost:

- The deployment of Dell HCI and VMware VCF doubled processing speed, enabling real-time TRP data analysis. Faster response times improved audience measurement efficiency and reliability.

Seamless Scalability:

- The upgraded infrastructure supports increasing data volumes and evolving computational demands. Its future-ready design allows easy integration of additional workloads without bottlenecks.
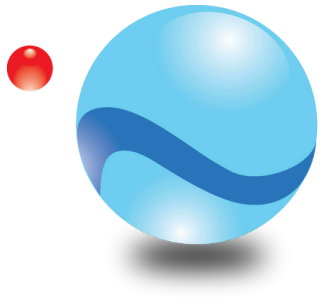
Optimized Efficiency:

- Streamlined resource management reduced manual intervention and administrative overhead. Automation and improved system integration minimized downtime, freeing IT teams for strategic initiatives.

Enhanced Data Accuracy:

- Faster, high-performance computing improved the precision of audience measurement reports. Reduced processing delays ensured more reliable television ratings, strengthening industry credibility.

CONCLUSION

By partnering with Indus Systems and Services, the organization successfully modernized its TRP metering platform, achieving significant performance gains and future-ready scalability. With a cutting-edge IT infrastructure in place, they are now well-equipped to support evolving media analytics needs while maintaining operational efficiency and reliability.

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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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