

Attenda

Always On Managed Services

HiT Entertainment case study

HiT Entertainment evolves its strategy for global outsourced data centre managed services

HiT Entertainment undertook a review of its IT Service Strategy as part of a strategic global restructuring of the company. Driven by the need to improve data centre facilities in London, and the requirement to deploy its internal IT staff on business change projects, HiT Entertainment decided to adopt a global outsourced solution for data centre managed services.

HiT Entertainment is one of the world's leading independent children's entertainment producers and rights owners. Its lines of business span television and video production, content distribution, publishing, consumer products licencing and live entertainment. HiT Entertainment's portfolio of world renowned pre-school properties include Barney™, Bob the Builder™, Thomas and Friends™, Pingu™, Fireman Sam™, Angelina Ballerina™ and Rainbow Magic™.

To provide the business with IT certainty, HiT Entertainment looked to its trusted partner Attenda, for the delivery of outsourced data centre managed services from highly secure, enterprise class data centre facilities.

certainty / confidence / agility



“In addition to high availability IT services, the partnership with Attenda provides us with improved access to technical and operational expertise through a single managed services contract.”

Ryan Tunstall, VP Global IT Operations, HiT Entertainment

Implementing the Attenda solution

HiT Entertainment already had confidence in Attenda's IT Services capability, from its seven year relationship in managing HiT's website infrastructure for over seven years. Under the new outsourcing contract, Attenda's services have been extended to encompass a fully managed service across HiT Entertainment's critical business applications including websites, messaging and VOIP applications, JD Edwards ERP system, and internal server infrastructure using VMware virtualisation.

The business had faced a number of challenges, so as part of its global consolidation program to reduce the number of locations worldwide, it decided to relocate its JD Edwards ERP system from Dallas, Texas to the UK.

Ryan Tunstall, VP Global IT Operations, HiT Entertainment explains, “As part of our long-term business strategy we took the decision to migrate our server infrastructure to secure, resilient data centres and to improve service availability in a cost effective manner, as our IT operation became increasingly 24 x 7.”

Attenda is providing primary data centre services in the UK, with HiT also retaining co-location facilities in New York. The Attenda managed solution includes new infrastructure which rationalises and virtualises several infrastructures onto thirty five servers running Microsoft Windows Server, using VMware. Attenda is also hosting HiT's new Digital Asset Management platform for efficient distribution and management of all digital assets such as clips, characters and video, for all of its properties. Remote managed services for the iSeries (AS/400) JD Edwards platform, is being delivered in partnership with IBM UK.

The complete Service Design and Transition was managed by Attenda, with the physical movement of the iSeries from Dallas to the UK and the integration of IBM's services and helpdesk processes, to provide seamless operation and support within a single Service Level Agreement.

As Ryan Tunstall continues, “We flew our own engineers over to the UK to assist with the iSeries transitioning, working closely with Attenda and IBM to ensure a smooth changeover, with no unplanned downtime and a synchronised cut over for our users.”

Realising the business benefits

Attenda had been a trusted IT services provider to HiT Entertainment for over seven years, so it made sense to approach Attenda with the extended outsourcing requirement, as part of the Group re-structuring.

HiT recognised that Attenda was renowned for its excellence in IT service management, with ISO 20000 accreditation reflecting its strict adherence to ITIL Service Management standards and processes. It was confident that Attenda had exactly the right mix of technology skills and a perfect partnership with IBM to handle the iSeries remote management requirement.

Ryan Tunstall reflects, “In addition to high availability IT services, the partnership with Attenda provides us with improved access to technical and operational expertise through a single managed services contract.”

HiT Entertainment sees its partnership with Attenda and IBM as a long term one, with future plans to extend the managed services provided to include Disaster Recovery and Work Area Recovery Services for the AS/400 platform.



Attenda

One London Road
Staines TW18 4EX
United Kingdom
t: 01784 211100
w: www.attenda.net

certainty / confidence / agility