

The Lead Story

Leading infrastructure provider uses colocation and the CoreSite Open Cloud Exchange® to help media organizations spread the news



The Challenge

CONNECTING THE WORLD WITH FIBER

Every minute of every day, there is a news story somewhere that needs to be investigated, analyzed and delivered to audiences in crystal-clear high definition. And one of the country's largest providers of shared communications infrastructure is leading the charge in helping news organizations get their most compelling content and stories to their viewers quickly and reliably.

The company boasts an expansive, modern fiber communications network, ideal for helping news organizations transmit massive volumes of huge media files ranging from HD video and audio clips to interview transcripts and even viewer-generated content.

As content demand increased from viewers and production – especially in the wake of the global health crisis – the company and its news media partner needed a more efficient, speedy and cost-effective way of getting more files and content to production and on-air teams.

ON-DEMAND REPORTING REQUIRES ON-DEMAND BANDWIDTH

Today's news consumer expects round-the-clock reporting, real-time updates, and rich multimedia content available on virtually any device. News media teams jockey to be the first with exclusive insights, breaking news and compelling human interest stories. In today's market, they must maintain and expand viewership amid heightened demand for information across a variety of platforms – conventional television broadcasts, terrestrial and satellite radio and social media channels.

For years, the company's news partner has used the provider's pipe into Microsoft Azure to manage, transform, and deliver its media content with cloud-based workflows. The

Network Case Study at a Glance

CHALLENGE

- Enabling faster transmission of large media files
- Increasing bandwidth availability to meet fluctuating demand
- Strengthening customer relationships and market position

SOLUTION

- A leading communications infrastructure provider is using CoreSite colocation and the CoreSite Open Cloud Exchange® solution to provide flexible and rapidly scalable cloud services connectivity to support its news media customer's need for immediate bandwidth to deliver engaging, real-time news updates for its viewing audience

RESULTS

- Instantly scaled bandwidth 10x
- Reduced connection setup time from 30 days to 72 hours
- Enabled faster, more secure transmission of essential data
- Increased revenue potential while improving the customer experience

news organization's team would collect raw content files in a range of formats, from a variety of sources, and upload it to Azure, where producers can use high-definition video encoding and streaming services that enhance the company's content discoverability and performance.

But those tools are only valuable if there are enough raw media files available in the environment, and the communications company's 1GB connection to Azure proved insufficient for keeping up with increased demand for content. Ordinarily, adding significantly more bandwidth can take up to 30 days to provision. However, given the time-sensitive nature of the news industry, the infrastructure provider and its news partner wanted a faster, easier way to access additional capacity.

The Solution

DIRECT CLOUD CONNECTIVITY FOR INSTANT SCALE

As a long-time CoreSite customer, the infrastructure company already had an established presence in strategically selected CoreSite facilities in regions popular with news media organizations.

CoreSite's flexible cage colocation solutions made it easy to add storage and compute capacity as its customers needed them, without sacrificing power and security or breaking the bank. Fast and easy physical fiber connections among the company's existing network hardware are established in as little as 72 hours instead of the traditional weeks-long wait times.

However, the most significant advantage of its relationship with CoreSite is access to the CoreSite Open Cloud Exchange®. This pioneering exchange platform virtually unites networks and cloud service providers, including Microsoft Azure. The virtual connections enable the infrastructure company to expand its Azure connections from 1GB to 10GB on-demand in just a matter of minutes through a carefully orchestrated, automated connectivity process.

The additional 10 times available bandwidth with a 10GB virtual Azure connection means the infrastructure company can help its media partner instantly respond to increases in traffic and content transmission. Now, news teams and other contributors can quickly share huge files securely and reliably to create the rich, multimedia and multi-platform viewing experience audiences demand, but at a fraction of the cost of using public internet or adding new private connections.

Customer Experience and Benefits

RELIABLE PARTNERS, INCREDIBLE SUPPORT, AND A WORLD OF OPPORTUNITY

The flexibility and easy scale is a core element of strengthening the infrastructure provider's long-term relationship with its media partner and is a boon to the company's bottom line. The media company knows it has a reliable, trusted partner who can effectively meet virtually any infrastructure needs that may arise and help solve even the most complex business challenges created in such a dynamic and fast-paced industry.

The provider can deliver and invoice for additional capacity quickly and easily — a welcomed infusion of net-new revenue — as its customer's bandwidth demands continue to increase. Additionally, the provider can help the media company and other customers plan and budget for future service needs.

Partnering with CoreSite has unlocked new capabilities and business opportunities for the infrastructure leader to solidify its market position further and continue to expand its marketable services within the news media sector and beyond.

**Find out more.
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[CoreSite.com](https://www.CoreSite.com) | +1 866.777.CORE | Info@CoreSite.com

