VICOM

Worldwide Leader in Traditional and Digital Media

The advertising and media world is one of the most dynamic industries today, particularly with the emergence of digital media as one of the dominant and preferred advertising vehicles. It requires constant change and flexibility in order to stay relevant and react to market and customer demands and trends. This firm is a worldwide leader in all forms of advertising media, from traditional to digital. When the firm was looking for a way to validate and document the appropriate technologies, platform, and processes needed for a customer driven hosting service, Vicom was able to help.

Challenge

The firm was in need of creating a hosting platform driven by customer demand and had already created and documented much of the design work along with the processes they felt were necessary to create this new hosting platform.   They also needed to determine the appropriate distribution of Linux to be used for this new platform but had limited Linux experience. So there was a need to select the appropriate technology (Linux) platform and ensure that the appropriate ITSM processes were in place and followed to support this new environment throughout the organization.   In the end, they were looking for recommendations and a methodology to create and enforce standards.

Implications

The firm has a lot of experience in utilizing technology within its business model and in creating solutions for its customers utilizing technology, but had limited experience in Linux and in a methodology for choosing the appropriate distribution of Linux for this new hosting platform. Without a thorough understanding of which Linux distribution to choose, they were concerned about being able to create a set of processes and a standardized approach for the organization to follow.

Solution

Vicom worked with this firm to help document the strategic business requirements to create a Service Design Package appropriate in documenting their existing processes versus ITIL and ITSM best practices.   We then created a new Service Design Package combined with the firms existing standards to utilize the good and best practices already in place and augment them with Vicom's proprietary IP and recommendations.

Vicom provided recommendations on different Linux distributions taking into account their past experience, current needs and the ability to grow and support the platform as needed.   In addition, Vicom created operational procedures and run books for the day to day management of the environment and documented a standardized methodology for the continual services improvement (ITIL CSI) across all phases of the ITLI lifecycle: Service Strategy, Service Design, Service Transition, Service Operation, and Continual Services Improvement.

Benefits

The firm received unbiased recommendations for the environment that they were looking to build to support their new hosting infrastructure.   Vicom's assessment, documentation and recommendations of the appropriate Linux distribution allowed for the validation of the existing work that had been performed as part of their original design, while integrating Vicom's additional design recommendations, to provide for a validated, comprehensive ITIL ITSM based set of documented processes.

Vicom's solution provided for standardization across the organization for all users to adhere to in using, managing, and updating this new Linux based hosting environment.   This allowed the firm to move forward with an environment that they were confident will fit its customers' needs now and in the future.

About

- Global, worldwide leader in traditional & digital media and advertising
- Progressive adopter and user of technology in an industry that requires constant innovation and change to stay relevant
- Had a need to create a new hosting service driven by customer demand, based upon Linux

Solution Highlights

- Review of environment to assess existing processes and Service Design Package for newly envisioned hosting service
- Recommendations to determine the most appropriate distribution of Linux for new hosting environment
- Creation of a new Service Design Package based upon good and best practices already in place, augmented with Vicom proprietary IP and overall recommendations
- Creation of operational procedures and run books for daily management of environment
- Document a standardized methodology across all phases of the ITIL lifecycle: Service Strategy, Service Design, Service Transition, Service Operation, and Continual Services Improvement

VICOM

Vicom Computer Services, Inc.
631-694-3900
vicomps@vicomnet.com
www.vicomnet.com
© 2013 Vicom