

CASE STUDY

Mass Media

The company is one of the world's leading media and entertainment companies with a portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses.

The Challenge

Over the past couple of years, the company's business model has been shifting away from traditional broadcast technologies to IP-based services for moving data throughout the company. No longer are news stories or broadcasts delivered by film crews to their studios via satellite or dedicated video-only synchronous circuits but are now being transmitted via IP. *"Our content is our crown jewels, and we are looking for a way to securely move it from point to point."* said the company's Manager of Network Engineering.

Unfortunately, the company's existing solution comprised multiple-vendor proxy access that didn't fit their needs. Performance was poor, causing frequent outages and operational issues. Moreover, the IT department had no visibility into threats or performance issues when they arose. In the words of the company's Manager of Network Engineering, *"Our proxy was our method of getting to the Internet, but it was a hindrance because often it would not work. Also, we were wide open to upper level applications threats because they're no deep inspection going on"*.

The Solution

The company's Manager of Network Engineering wanted to replace the multi-vendor proxies with a single solution, while still leveraging their existing networking and security infrastructure. Zscaler was the only solution on the market that was able to provide a reliable, secure proxy service to the company's employees while giving the IT department total visibility into threats and performance issues.

The Zscaler Difference

Cost Efficient Solution

With the Zscaler service, the company was able to move broadcast content securely through standard IP networks vs. the more expensive and time intensive traditional

THE CHALLENGE

- Migrating from traditional broadcast to IP delivered content required highly secure, high-performance way to move content effectively.
- Existing multi-vendor proxy solutions were negatively impacting performance.

SOLUTION EVALUATION

- Cloud based web proxy solution with low latency
- Protection from application threats.

THE ZSCALER DIFFERENCE

- Provides advanced protection and improved visibility into network traffic
- Enhanced end-user experience
- Enables companies to leverage their existing network infrastructure – no new hardware or software is needed.

broadcast methods such as dedicated fiber and satellite, thereby saving significantly on infrastructure and maintenance costs. The company's Manager of Network Engineering said *"By shifting from dedicated fiber lines and synchronous circuits with video only protocols to moving content over IP, we are consolidating down the footprint in terms of the WAN footprint we need, hardware to terminate the video connections, satellite costs etc."*

The stable environment that Zscaler provided freed up the IT team time, allowing them to focus on more strategic initiatives. *"A lot of what we were doing was spinning wheels in terms of time spent troubleshooting,"* said the company's Manager of Network Engineering, *"Now with Zscaler, we have the time to actually work instead of tracing down issues and fixing problems daily, fighting fires daily."*

A stable Internet environment also provided cost savings in terms of protecting revenue. *"A lot of air impacting content is qualified by advertising dollars. So the cost of the network being down is significant,"* said the company's Manager of Network Engineering.

Better Security

The deep level of inspection of network traffic provided by the Zscaler service eliminated upper-layer application threats. And, with the enhanced visibility and control provided through the Zscaler reporting dashboard, the IT department was able to show tangible, metrics-based results to business units showing enhanced network stability and improved security. The company's Manager of Network Engineering reported *"With Zscaler we can show tangible metrics to the business units which is very helpful to the business – this is data we never had with our prior solutions."*

Superior User Experience

Prior to Zscaler, employees had been dealing with the same recurring service disruption issues, some of which impacted revenue. With the Zscaler service, Internet access was stabilized and employee frustrations were significantly reduced.

"Zscaler enabled us to fully transition from traditional broadcasting to IP based services, while ensuring network performance and providing the highest level of data security."

– Manager of Network Engineering

About Zscaler






Zscaler is transforming enterprise networking and security with the world's largest Direct-to-Cloud Network, which securely enables the productivity benefits of cloud, mobile and social technologies without the cost and complexity of traditional on-premise appliances and software. The Zscaler Direct-to-Cloud Network processes daily more than 10 billion transactions from more than 10 million users in 180 countries across 100 global data centers with near-zero latency. Learn why more than 4,000 global enterprises choose Zscaler to enable end- user productivity, enforce security policy and streamline WAN performance. Visit us at www.zscaler.com.

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