

# Problem-free messaging on the Internet as well



## N24

SevenOne Intermedia GmbH is responsible for the interactive media services of German television brands Sat.1, ProSieben, kabel eins and N24. A specialist in multimedia counting 120 employees, SevenOne Intermedia GmbH produces formats for Teletext, Internet, games and mobile services for these broadcasting companies. The wholly owned subsidiary of ProSiebenSat.1 Media AG has its headquarters in Unterföhring and an additional location in Berlin. SevenOne Intermedia is one of the key companies in the diversification business division of the ProSiebenSat.1 Group.

## The challenges

As a provider of N24.de, SevenOne Intermedia GmbH realized early on that along with images and texts, video content has become increasingly important. To be able to offer such attractive Internet services for high numbers of visitors, the multimedia company has redesigned N24's internet site. The latest news is presented on the N24.de website in the form of web videos. An extensive media centre is available for visitors of the website to search for and view segments, videos and news. A number of interaction options represent another area of emphasis. This allows users to comment on and rate segments, upload their own pictures or videos, participate in weblogs and blog TV broadcasts or create a personalized news playlist in the media centre.

Multimedia messaging services of this magnitude require not only high-quality content, but also powerful and reliable technical solutions.

As part of the online project, N24 had initially decided to acquire a new content management system, which was to be hosted as a "managed application" through the media group's internal IT service provider, as was the previous system. Together with the internal IT service provider, SevenOne Intermedia decided to have a look at the market for the ideal solution. The main reasons for this decision were the rapidly increasing requirements and a lack of internal synergies. Special attention was paid to high availability and ease of scaling, for example with bandwidth capacities.

To be able to guarantee that the web site and editing system would be continuously available without interruption, it was in turn necessary to ensure that the operation of all components would be continuously monitored.



## The solution

Consequently the company decided to look for a new service provider, one that would be familiar with hosting the Internet site and could also provide complete management and monitoring of the editing system. A total of four providers were chosen for the short list. Finally the German subsidiary of Claranet, the European Managed Services Provider, was selected. They assumed responsibility for hosting the portal provider and the new editing system in their own computer centre in Frankfurt.

All installed systems and the access lines are monitored there 24 hours a day, 7 days a week, and all required safety patches are implemented. Real time analysis of alerts and power supply monitoring also continue around the clock. The servers are connected via dedicated 100 Mbit/s ports with Claranet's own backbone, which extends throughout Europe.

SevenOne Intermedia's decision was based on more than just the excellent price-to-performance ratio. Frankfurt-based Claranet also demonstrated flexibility and speed: Not only were they able to offer exactly the right bandwidth capacities for their client's needs, the amount of time required to implement the entire project was calculated at just 3.5 weeks.

## The result

Claranet's uniform hosting solution guarantees a very high level of reliability, security and performance for the well known media company in the IT environment required for the web portal. This ensures that all information which is presented, whether video, image or text-based, is available at all times. Availability is even guaranteed with heavily fluctuating bandwidth requirements due to varying access rates. Another important advantage: N24 can concentrate on its actual core areas of competence, specifically designing current, informative and diverse web content.

*"The key point for us is that we no longer need to worry about the reliability and availability of the technical infrastructure. Instead we are able to rely fully and entirely on Claranet. In this manner we have gained time to concern ourselves even more intensively with the current content and growth of our highly popular messaging portal."*

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MULTIMEDIA AT SEVENONE INTERMEDIA

For further information, please visit :

[www.sevenonemedia.de](http://www.sevenonemedia.de)

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