

KRG- Entertainment Publication: Case Study

Domain: Enterprise System Management

Client: Entertainment Publication (EPI): Entertainment Publication, based out of Troy, Michigan is one of the most well known names offering the most sought after promotions and discounts across US. Through its various products including its flagship offerings Entertainment ® book, Entertainment.com savings site and online savings memberships, Entertainment Publication has been ensuring that countless people avail of the remarkable discounts.

Project Status: Managed services project, continues on an on-going basis.

Business Scenario: With the wide range of discounts offered by Entertainment Publication, there is always a constant rise in number of people availing of the benefits offered. Since its inception in 1962, the client has expanded to cover 150 major markets with thousands of local merchants today. A robust IT infrastructure forms the backbone of the entire operations of Entertainment Publication, right from engaging merchants to reaching out to the end users. In addition to uninterrupted services during business hours EPI also requires up and running operations during non-business hours as well.

Client Challenges: Entertainment Publication has one of the most widespread operations that have to be built on a resilient IT infrastructure. Such an extensive IT network is supported by 100s of servers and the client had been facing numerous hurdles in handling the same including;

- Optimizing resources and server capacities.
- Integrating and managing multiple servers.

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- Identifying the exact point of origin of fault.
- Working on the problems and rectifying the same without any disruptions to the service.
- Ensuring smooth operations.

KRG Solution: KRG utilized its extensive experience in developing and deploying enterprise systems management tools to customize its services for catering to the unique needs of Entertainment Publication.

Phase 1: A detailed study of entire business operations of EPI was done, its network and connected, end points were identified and its server needs were outlined.

Phase 2: Considering the project required constant monitoring of servers even during the non-business hours a comprehensive project plan was prepared. Resource allocation and other infrastructure related requirements were identified and a thorough project management mechanism was prepared and shared with the client.

Phase 3: A team of engineers with years of experience in enterprise server management was assigned to remotely manage client servers. KRG's global delivery platform with offshore operational capabilities was utilized for ensuring 24X7 service support. A dedicated accounts manager was assigned to ensure smooth operations, open and direct communication with EPI, and real time reporting of faults to the on-call support person at EPI and troubleshooting thereof.

Client Benefits: With KRG's expertise in enterprise systems management in general and remote server management in particular the client needs have been met successfully. The benefits which have accrued to the client include;

- 24X7 monitoring of vast network of servers.
- Server support during non-business hours.
- Uninterrupted services with minimum uptime.
- Off-shoring model of RIMS (remote infrastructure management services) ensuring affordability.
- Lowered TCO and faster ROI.
- Real time identification to reporting to rectification of faults.

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