

MEDIA GIANT BOOSTS IT AGILITY AND PERFORMANCE

Televisa has built a private cloud on Dell EMC Vblock, boosting application performance by 30%, providing constant uptime, and speeding up delivery of new, value-added services.



Media, communications and entertainment

Mexico

Business needs

- Improve the speed and performance of key business applications
- Ensure that all applications are constantly available for end users
- Increase agility, reduce delivery times for new IT solutions, and deliver “IT as a service” for internal clients

Solution at a glance

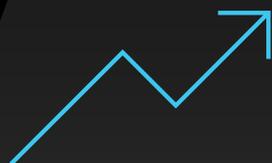
- [Vblock Systems](#)

Business results

- Constant uptime for critical business applications
- Vblock Systems private cloud supports new “IT as a service” business model

30%

increase in performance for a critical application



New solutions

delivered in days, not months



Transformation in the cloud enhances IT services for end users

When it comes to creating and distributing news and entertainment content in the Spanish-speaking world, Televisa is the industry leader. The organization, which incorporates multiple operating companies, is headquartered in Mexico City. The company exports its programs and editorial content across the U.S. and to some countries in Europe and Asia.

Information technology plays a huge part in Televisa's success, supporting key business functions from advertising sales to payroll. In the past, these and a host of other systems ran on traditional infrastructure, which began to present challenges in terms of agility and innovation.

Televisa is committed to meeting the needs of its global audiences while also ensuring that the organization remains profitable. Information technology plays a critical role in achieving these goals, powering critical business processes, such as financial planning to improve performance and profitability; rapid delivery of projects that minimize time-to-market: payroll and talent management; and content creation and delivery.

In recent years, the IT function at Televisa has been transformed based on digital and cloud technologies, and now operates as an internal service provider. Based on the development of a private-cloud platform that runs on Dell EMC Vblock Systems, the infrastructure team now provides a catalogue of services for end users. These allow teams across the business and in other Televisa companies to deploy applications quickly and easily, to rent virtual machines for their development projects, and to host their databases in a highly connected, highly available environment.

Samuel Ordoñez, head of infrastructure projects at Televisa, says, "In the past, delivering a new solution for an internal client took up to six weeks, requiring a detailed business case, a lengthy hardware procurement process, and complex configuration. This slowed down innovation and limited our ability to support internal clients, and the business, effectively."

As an additional challenge, traditional server infrastructure was unable to meet the organization's stability or performance needs. "We were subject to hardware and configuration issues that slowed down key processes and negatively impacted the experience for our internal users," says Ordoñez.

To address these issues, the IT team decided to modernize its data center with Vblock Systems converged infrastructure. This supports dramatic improvements in the availability and performance of applications for end users, as well as generating major time and cost savings for the business.

As part of its data center modernization process, the Televisa IT team has also deployed other Dell EMC solutions, including XtremIO, Isilon, Data Domain, and Avamar.

Increased performance for critical applications in the private cloud

Televisa has achieved a 30 percent performance boost for one of its critical applications in the private cloud running on Vblock Systems, using just 10 percent of the compute resources. The payroll application, which is used to pay more than 20,000 employees, is extremely complex with a large number of variables, including different employee types and benefits, and different payment periods (from employees paid by the day to employees paid monthly).

Initially, the IT team had migrated the payroll application to Oracle SuperCluster in the search for better stability and performance. However, this only resulted in a 20 percent performance improvement, even with a dedicated cluster to run the application. The IT team wasn't satisfied with this modest performance improvement and looked for other options — finally deciding on the Vblock Systems converged infrastructure solution to support its payroll needs.

"We were really impressed with the results," says Ordoñez. "Running our payroll solution in our private cloud on Vblock Systems immediately gave us a 30 percent performance

Running

50 to 100

virtual machines on
the same converged
infrastructure



“Running our payroll solution in our private cloud on Vblock Systems immediately gave us a 30 percent performance boost compared to Oracle using only 10 percent of the compute resources. This allows us to use Vblock Systems to run between 50 and 100 virtual machines alongside the payroll solution.”

Samuel Ordoñez
Head of IT and Infrastructure Projects, Televisa

boost compared to Oracle using only 10 percent of the compute resources. This allows us to use Vblock Systems to run between 50 and 100 virtual machines alongside the payroll solution,” he adds. The performance and efficiency gains we’ve achieved with Vblock Systems are surprising compared to the platform we had before.”

Constant uptime for mission-critical applications

Based on the success of the payroll project, Televisa has now migrated a number of other mission-critical applications to its Vblock System private cloud, achieving equally impressive performance gains. This strategy has also helped to dramatically improve the availability of key systems, enhancing the user experience and allowing members of the IT team to sleep well at night.

“With Vblock Systems converged infrastructure, we are no longer subject to hardware and configuration failures, which means that our critical apps are constantly available for end users,” says Ordoñez. “This has given us the confidence to migrate a broad range of mission-critical applications to the Vblock Systems private cloud, including our system for creating and distributing editorial content nationally. We are now in the process of migrating our most important revenue-generating app to Vblock Systems, which handles sales and scheduling of TV advertising across Mexico.”

Agile IT delivery and rapid innovation

With the private cloud running on Vblock Systems, the Televisa IT team has reduced the time to deliver solutions and resources for internal clients from six weeks to just a few minutes. This benefits different groups and companies across Televisa, which can now implement new projects in minutes, transforming how people work across the organization and dramatically increasing time-to-market for value-added IT solutions.

“Now, with Vblock Systems, we can provision resources on demand for our internal users, removing barriers to innovation,” says Ordoñez. “Not only that, but the private-cloud model gives us much greater flexibility to reassign resources as needed.”

The flexibility of the Vblock Systems private cloud also enables the Televisa IT team to act as an internal services provider. “We can now deliver infrastructure as a service, platform as a service, or IT as a service — whatever our internal clients need,” says Ordoñez. “This capability basically promotes innovation in all areas of the organization — helping us adapt our systems and processes faster than ever before.”

Significant real-estate savings

Televisa is minimizing real-estate requirements with its Vblock Systems private cloud. “If we were still hosting our applications on traditional infrastructure, we would need anywhere between three and five racks to house all the equipment,” says Ordoñez. “With the Vblock Systems private cloud, we are running between 50 and 100 virtual machines on the same converged infrastructure, which delivers significant space savings for us — and these savings will increase over time as we migrate even more of our systems to Vblock Systems.”

End-to-end support with a single point of contact

The Televisa IT team gets fast, simple support with a single point of contact for its entire Vblock Systems converged infrastructure. “Having a single point of contact means we don’t have to deal with multiple supplier relationships, and our support requests are dealt with quickly and effectively,” says Ordoñez. “As well as being more convenient, a single point of contact for support gives us peace of mind that our systems will be constantly available for end users and that the risk of unplanned downtime is minimized.”

A made-to-measure business and technical proposition

There are a number of key reasons why the Televisa IT team chose to deploy a Vblock Systems converged infrastructure. “First, we looked at multiple converged infrastructure solutions, and none was as tightly integrated as Vblock Systems where all of the elements are engineered to work together seamlessly — which maximizes performance and uptime,” says Ordoñez. “Second, the commercial and financing proposition put together by the Dell EMC team was extremely competitive and attractive to us — far more so than any of Dell EMC’s competitors,” he adds. “Third, we were extremely impressed by the performance and stability of the Vblock Systems converged infrastructure, which provides great benefits for us and our end users. All together, these reasons made our decision to deploy Vblock Systems a no-brainer.”



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