

Media company leverages cloud-based technologies to drive collaboration and innovation

Microsoft Services
Premier Support



LOBOSAT

Customer: Globosat
Website: canaisglobosat.globo.com
Customer Size: 1,800 employees
Country or Region: Brazil, South America
Industry: Media

Customer Profile

Globosat is a multichannel cable and satellite TV service in Brazil, created in 1991. Today, with approximately 40 channels and over 1,000 employees, Globosat leads the Brazilian pay-TV market.

Software and Services

- Microsoft Office 365
- Lync Online
- SQL Server
- Exchange Online
- SharePoint On-premise
- System Center
- Windows Azure
- Dynamics CRM
- Project Server
- Visual Studio

Microsoft Services

Microsoft Services is a global team of professionals who are dedicated to helping customers maximize the value of their investment in Microsoft software. Microsoft Services touches customers more than 715 million times a year, helping them plan, deploy, support and optimize our technologies. They also work closely with Microsoft Partners by sharing their technological expertise and product knowledge on a regular basis.

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Geraldo Pimenta, IT Manager, Globosat

Founded in 1991, Globosat is a Brazilian company that produces content for cable and satellite TV with over 40 channels, including Sportv1 and 2, Rede Telecine, Multishow, GNT, Canal Brasil and Universal. With over 1,000 employees and an audience comprised of 45 million viewers distributed among more than 15 million households in the country, Globosat is the largest pay-TV provider in Latin America, and the market leader in Brazil.

Business Needs

Globosat had recently encountered challenges related to their mail server that stimulated their search for a new solution.

“We had some minor events related to our mail server and sequel server. While they didn’t cause any major disruptions to our system, the time it took to resolve the issues was too long,” said Geraldo Pimenta, IT Manager, Globosat. “If we had been in the middle of a major event, it would have been a much bigger problem. So in order to avoid any proximity to this kind of situation, we wanted to anticipate and

resolve the problems before they caused any critical disruptions that would have a more serious impact in a different scenario.”

Looking down a path that included aggressive growth plans and several critical projects, Globosat wanted to leverage cloud-based technologies to increase scalability and efficiency, reduce IT costs by 15–20%, as well as provide a user platform to drive collaboration and innovation. In addition, with major Brazilian TV events on the horizon, including the FIFA World Cup and Olympic Games (London and Brazil), Globosat

sought to exploit new cloud-based revenue opportunities, including Linear TV, Video-on-Demand, Live Channels, and other paid TV.

This situation led Globosat to upgrade from their existing Microsoft Exchange on premise email and messaging technologies to Microsoft Office 365 and their operational platform to System Center 2012.

Recognizing that they did not have the internal resources to plan, manage, and operate this transition, Globosat looked for outside support.

“From the beginning, we looked to external support from Microsoft because of the expertise their people can offer us,” said Pimenta. “No matter how much training we provide our personnel, they will never match the skills and knowledge that the Microsoft team can offer us. We also knew that they could deliver the speed in solving critical issues that we were looking for.”

Globosat engaged Microsoft Premier Support to facilitate its move from their existing email and messaging technologies to Office 365.

“We were looking for the most robust, proactive support in order to get ahead of the problems,” said Pimenta. “We had worked with a number of different providers previously, but given that we had already made a great investment in Microsoft technologies, and feeling the need to have a professional support team with knowledge and speed, we turned to Microsoft.”

Solution

Globosat made the strategic decision to bring in the Microsoft Premier Support team, led by a technical account manager, to help plan, manage and operate the transition from their messaging and services management platform to Office 365 and System Center 2012. This would be the first implementation of private cloud with Azure in Brazil.

In preparation for the Office365 migration, Microsoft Premier Support led workshops with the IT team at Globosat. These collaborative working sessions included scenarios and use cases for “lifecycle

support” to determine how to optimize IT support during the migration to the cloud.

“Microsoft Premier Support conducted several assessments, reviews and validations; not only of the infrastructure as a whole, but also of individual parts of the infrastructure,” said Pimenta. “Through the PSMR material review, they were able to continuously improve processes as we went forward.” Following the proven, structured approach of Microsoft’s Proactive Services Maturity Review (PSMR), Microsoft Premier Support began by working closely with Globosat to clearly define their desired end state and initiatives, from both technology and business perspectives. They then performed an in-depth assessment of Globosat’s current IT environment to identify strengths and weaknesses in order to accurately establish an actionable roadmap to achieve those goals.

The PSMR became the measurement tool for one of their IT strategic goals (formal scorecard) resulting in a project where Premier Support planned out the entire upgrade process, leveraging the Maturity Review process pre- and post-implementation in order to continue to gather information to provide further recommendations and help drive continuous improvement.

As an additional part of the planning process, Microsoft Premier Support considered the impacts of the changes on the organization, and facilitated change management by developing and providing training for end users. They also helped establish key performance indicators for the migration, used to drive bonuses for the Globosat IT team.

These efforts helped Globosat establish a proactive environment to leverage cloud-based solutions seamlessly, and with minimal downtime. Following clearly defined processes, Microsoft Premier Support helped Globosat address the tactical and technical responsibilities of IT

operations in order to meet the needs of the business.

Benefits

Increased scalability and efficiency with Office 365 and private cloud

Through its partnership with Microsoft Premier Support, Globosat has accomplished what it set out to achieve in upgrading to Office 365 and implementing a private cloud. Through adherence to Premier Support’s proven methodology, the transition was simple, streamlined, and fast. This methodology also positioned Globosat to take a more proactive approach to IT health moving forward through a solution lifecycle partnership. By employing best practices for enhanced team collaboration in workspaces and in team portals, users have become more efficient and productive, ensuring Globosat gets the most from its IT investment. Microsoft Premier Support gave Globosat clearly-defined processes and governance around the cloud, giving them a strong foundation from which to optimally manage their environment. Private cloud simplified simple tasks such as “virtual machine creation” which sped from four to five days down to just hours. In addition, “end users will realize efficiency gains through the incorporated software distribution and monitoring solutions,” said Pimenta.

IT Maturity level improvement

The Premier Service Management deliverables through PSMR, a services maturity assessment, brought attention to governance and process gaps.

“It showed evidence of our gaps and pushed us to get out of our comfort zone. The assessment stimulated internal communication and engagement across multiple levels of the organization,” said Marcelo Pariz, IT Operations Coordinator, Globosat. “We split our team to work through each stage of the PSMR results and executed the action plan, reaching the desired maturity level in 12 months,” added Pimenta. The current Governance project will remain aligned with the

Premier Support methodology (PSMR as a measure tool) and will engage dedicated engineers for critical phases of not only new projects but throughout the solution lifecycle.

Knowledge transfer from Microsoft Premier Support subject matter experts

While managing the transition process for Globosat, Premier Support applied vast experience from working with other Office 365 migrations around the globe, using best practices to ensure a successful deployment. Globosat benefited from Premier Support's deep expertise through their collaborative service model during the entire lifecycle of the project. Premier Support followed previously developed templates and processes, tailored to meet the unique needs and requirements of Globosat. They provided leadership and direction through the planning phase and provided guidance and training materials to ensure IT readiness to execute on changes needed to support and optimize the new IT environment.

"For our team it is a wonderful experience and opportunity to be working directly with Microsoft subject matter experts. We feel that after they visit, it is like our team that worked together with them underwent a post-graduate program," said Pimenta. "They received important, cutting edge knowledge and information on the products and were really able to master it with the help of Microsoft engineers."

99.9% availability of key systems to serve customers without interruptions

The application of Premier Support's experience and knowledge resulted in a robust and resilient IT infrastructure. Up-front analytics and remediation work, combined with thorough IT preparation helped to mitigate risk during the migration. Since engaging Premier Support and migrating to Office 365, Globosat has not experienced any major incidents causing downtime, which has significantly increased employee productivity and overall operational efficiency. Globosat has also noticed a reduction in staff and administration

costs to support and manage the more secure and reliable platform. IT managers now have the confidence and ability to manage time and resources more effectively.

For Pimenta, the most important success factors in working with Microsoft Premier Support as a partner, were safety, security and peace of mind. "Knowing that our systems and our programs and platform are being supported by someone who really knows what they are doing—that provides safety. Someone who really has the knowledge and expertise to help us. It helps us sleep at night," said Pimenta. "Previously, when we had a problem, we had to search for any kind of help. We didn't know where to look. We were shooting at too many moving targets to find a solution. Now when we have a problem, we can identify the complexity of the issue, the challenges that it will pose, and exactly what to do to resolve it. We can be much more efficient and effective to finding the quick solution to the problem."

Significant cost savings

By deploying private cloud and Office 365's unified platform including Lync Online for messaging, conferencing and voice, Globosat has simplified communications across the infrastructure, increasing collaboration and productivity for end users, while also achieving significant hardware cost savings. By switching to a more proactive approach to managing IT health, Pimenta estimates an additional 10% operational cost savings.

Greater IT alignment with overall business objectives

With help from Microsoft Premier Support, Globosat has effectively deployed the first private cloud in Brazil. Through this progression in technology, Globosat IT has made large steps towards meeting organizational goals and is in a strong position to meet future demands of the business.

"Today the IT team is more aligned with the global needs of Globosat," said Pimenta. "This is a big part of their job. Microsoft

Premier Support has helped them a lot in this journey of increasing awareness of these company needs and objectives."