

Entertainment

Video Managed Services, Private Cloud Hosting, Professional Design, Webcasting



Since its founding in the early 1920's, this company and its affiliates have remained faithful to their commitment to produce unparalleled family entertainment experiences based on the rich legacy of quality creative content and exceptional storytelling. This company's parks and resorts have grown to encompass cruise lines, vacation resorts, and 11 theme parks on 3 continents. As a global organization, this company is focused on providing their employees with collaboration platforms for cost effective global communications, driving down inter- and inter-national travel costs.

THE CHALLENGE

As a result of its many theme parks and offices around the world, the company needed to improve communication between its executives across France, Japan, China, and the United States. However, numerous challenges existed for mid-high level executive offices to communicate effectively as one cohesive group. Until this point, international travel was widespread, greatly reducing productivity and increasing operating costs.

During the early 2000's, this company made various attempts to deploy video themselves. Some of their challenges included 65% of their systems nearing end of life, inconsistent scheduling and call launch scenarios, multiple business and IT functions claiming ownership of infrastructure/endpoints, and support resource responsibility split across multiple organizations. Additionally, they faced an increasing cost basis with no clear answers on how to meet their evolving business needs.

Yorktel's transformational service model enabled the client to relieve their staff of the day-to-day management of their AV meeting rooms, 500+ endpoint video environment and media services support to experts who do this every day, ensuring a top notch communications experience.

YORKTEL CASE STUDY: ENTERTAINMENT

Executive IT Leadership engaged Yorktel to develop a strategic SLA based Video Managed Service that evolves with the business over time with the following business goals;

- Creation of a Service Delivery Model which enabled employees to focus on their business objectives and not worry about technology.
- Enable high-quality and seamless communication as an alternative to travel.
- Creation of a multi-year strategy for Video Conference and Video Streaming with a balanced and predictable cost structure.

THE SOLUTION

With nearly 30 years of video experience, Yorktel engaged with business and IT leadership to thoroughly understand user requirements. Yorktel developed a 5-year Master Plan for video conference and video streaming which helped this client improve internal communications while reducing costs.

For Video Conferencing, new service models included “turn-key” SLA-based Day 2 Managed Services comprised of:

- four full time on-premise support staff
- remote managed services
- proprietary scheduling applications
- development of AV room standards
- user adoption training and communication plans across multiple functions
- managed business model and processes, including remote concierge services available as needed by the most critical business users.

A hosted cloud solution replaced the existing environment and provided penalty-based SLA's with a long-term predictable cost structure. Yorktel enabled interoperability between their H.323, Teliris, Cisco immersive systems and audio-only participants, provided through a unified scheduling experience.

For AV Integration, Yorktel worked with the client's real estate services and IT teams to develop room standards to provide a consistent in-room experience globally. Yorktel's delivery teams designed and deployed 500+new rooms across the globe in phases based on critical business functions over a multi-year period.

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For video streaming, Yorktel Media Services designed and provided professional event management and production services in support of its executive Town Hall series. Broadcast-quality cameras, audio production, lighting equipment, and two media management staff were brought in to company locations to capture executive town hall meetings live and broadcast them to international offices, in addition to broadcasts used for training, campaign/initiative kickoffs, a Leadership speaker series and more. PowerPoint presentations and visual aids were incorporated and synchronized with the video use interface in real-time, further enhancing internal communication and “virtually there” experience. Post production editing for on-demand viewing was also included, as well as archiving and password protected login access for on-demand content.

THE RESULT

Yorktel’s transformational service model enabled our client to relieve their staff of the day-to-day management of their AV meeting rooms, 500+ endpoint video environment and media services support to experts who do this every day, ensuring a top notch communications experience. Yorktel is a company who constantly assesses capabilities across the video industry and delivers best practice solutions, not just a resale of a vendor’s “promise” of their next best thing.

Yorktel backs its recommendations with penalty based SLA’s. These drive Yorktel to deliver the highest quality services which translates into an IT service delivery model that provides benefits well beyond replacing time-consuming global travel.

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