

Raritan sets the standard at Talpa TV

About Talpa TV

Talpa TV is subsidiary of Talpa Media Holding. Talpa Media Holding is well known for its Dutch radio stations (Radio 538, Radio 10 Gold, Juize.FM and Radio Digitaal) as well as Tien, which is one of the top three major nationwide commercial television companies in the Netherlands. Talpa Media Holding also has separate divisions for music (Talpa Music), content development, particularly for television (Talpa Content), cross-media development (Talpa Digital) and a television production company (Talpa Productions).

In addition to development activities within the central department of Talpa Digital, the unit also co-ordinates scores of cross-media projects at and between other members of the Talpa Media Group, from Radio 538 to Talpa Content and from Talpa Music to Juize.FM.

Talpa TV differentiates itself from its competition by using well-known talent, a majority of Dutch productions and a cross-media and interactive approach to its operations.

Talpa TV – More than a television station: A multimedia company

From the beginning, Talpa's goal was to be different from traditional broadcasting companies. Generally, TV stations broadcast programming and commercials that were recorded on tape, which are then stored on hard disks and transmitted via television.



Customer Snapshot: Talpa TV

Client:

Talpa TV, a division of Talpa Media Holding

Challenge:

Talpa's data center required an IT solution that could accommodate rapid growth. Talpa also had to manage servers across a number of dispersed locations.

Solution:

A KVM-over-IP solution consisting of several KX switches. These switches connected 80 servers and provided simultaneous access to 9 users.

Advantages:

- Scalable
- Secure, remote BIOS-level access
- Reliability

Talpa's objective was to place the focus on multimedia.

So all of the content that's developed, including programs, are stored digitally, making it possible to broadcast them directly via several media at once. With this approach, Talpa TV can broadcast via Internet, IP television and mobile telephony.

This, of course, makes Talpa's IT infrastructure a critical part of its success.

In fact, although Talpa's IT department is responsible for many areas within the business – including its general office environment (mail, work places, and administration) and promotional environment, which is completely based on computer technology – the broadcasting process is considered the most crucial aspect of Talpa's business.

Michiel Zondag, the IT Manager at Talpa TV, explains: "We actively use about 80 applications for broadcasts. It's also important to the live stream on our Internet site for our servers to remain accessible at all times. And of course, this is just one aspect of our business: the work environment and financial systems cannot be overlooked either."

The editing and broadcasting process is also an intensive, complex activity. Zondag uses a typical Friday evening on Talpa as an example: "The Football First Division is broadcasted live via television and the Internet. It's encoded live and streamed through the Internet. We offer 10 games in the Netherlands plus a German game and an Italian game – which means a total of 12 games are broadcasted simultaneously. Above and beyond that, we also add team logos and league positions."

“The Dominion® KXs have been perfectly faultless. We are extremely satisfied.”

A long term plan, with a quick installation

To make it all work, Talpa TV commissioned a system integrator to design and build their broadcasting suite. Talpa TV reviewed the plans and discussed which KVM solution would work best. Raritan was chosen based on the integrator's advice. In fact, alternative solutions weren't even considered. Michiel Zondag states, "I know about other suppliers from experience. But no one would dare recommend a poorly performing product for such crucial use in the server room, because you need it precisely when real trouble starts, and you are 100% dependent on it. If a system is down, you can't get into the server room but you still have to repair it. In other words, the KVM switch has to always work."

For the first phase, two Dominion KX switches were purchased. The products were installed without problems. Zondag observed, "I didn't even need the manual" The first switch was installed quickly and put into immediate use. And additional Dominion KX switches were ordered later. Ultimately all installations were carried out without problems. The Raritan solution gives us that reliability.

Planning ahead, Talpa TV purchased all the equipment it needed for the near future. In Michiel Zondag's experience, it is best to buy a complete switch immediately, including the CIMs (Computer Interface Modules) and cables for all ports. Because, he notes, a new server might have to be connected in the most unexpected situations and you will then need the CIMs and cables. In short order, Zondag's caution became reality. The 16-port switch that was bought in February 2006, when there were only two servers, quickly reached its capacity by the following November.

Raritan is a leading provider of products for managing IT equipment and the mission-critical applications and services that run on it. Raritan's highly reliable and responsive IT management solutions – based on KVM (Keyboard, Video, Mouse) switches, serial console servers, management software and remote connectivity products – enable companies to proactively monitor and manage system health and vulnerability, as well as troubleshoot, access and repair faults from anywhere, at anytime. This simplifies and accelerates data center work processes – improving service uptime and staff productivity. Raritan's solutions are used to manage more than 50,000 data centers and other IT sites around the world. Raritan also serves the OEM market by developing advanced, hardware-based, remote-management components based on digital KVM-over-IP and IPMI technology.

Founded in 1985, Raritan is celebrating over 20 years of technical innovation. Raritan has 36 offices worldwide, and its products are distributed in 76 countries. The European headquarters is located in the Netherlands. More information on the company is available at Raritan.info

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Raritan Europe, The Netherlands +31 (0)10 2844040
sales.europe@raritan.com Raritan.info



Scalability

Basic KVM-over-IP functionality – namely secure, anytime, anywhere access – is critical to Talpa TV. The KVM solution must connect to the Talpa organization and not vice versa. Since the Raritan solution can be scaled, this is possible.

Indeed, Michiel Zondag hasn't had a moment's regret about the purchase of the Raritan switches. He explains: "The KXs have been perfectly faultless. We are extremely satisfied."

In addition, Zondag's philosophy is that when a supplier is chosen, he sticks with them – because then, "you thus make optimum use of the integration options." Zondag says, "Raritan is now the standard, because I haven't encountered anything that doesn't function. I'll look at Raritan whenever a KVM switch is needed."

Finally, since Talpa TV is spread over several sites, their long-term plan is to have all sites remotely accessible via the CommandCenter® Secure Gateway once the organization growth settles into a less rapid pace and the server room(s) are no longer being physically moved.

A professional solution from a leading Raritan reseller

Remote Access specialist Artelcom was involved in the project from the beginning.

"The process that preceded the purchase of the products was very important. It was necessary to be tackled professionally, and Artelcom did just that," said Michiel Zondag.

Finally, he adds, "Artelcom and Raritan did it neatly and correctly. I recommend them to everybody!"

When you're ready to take control, do it with Raritan.

Call us, visit Raritan.info
or contact a Raritan reseller.