



● Enhanced connectivity delivering dynamic IT ●

The Background

Channel 4 is one of the most progressive, publicly owned and commercially funded public service broadcasters in the UK, with a remit to be innovative, experimental and distinctive. It broadcasts across multiple channels and formats, including Channel 4, E4, More4, as well as many digital platforms.

Channel 4 is a customer of Daisy (formerly Alternative).

The Challenge

In line with the increasing demand for digital content, Channel 4 needed to improve its connectivity between offices and broadcast units, so it could deliver more. Channel 4 is built on a premise of delivering high quality content to the viewer, but had a legacy infrastructure, supported by a small team of contractors. Channel 4 needed to rationalise a number of networking infrastructures and improve capacity planning, making it a more proactively managed and resilient service offering.

The Solution

After a short period of due diligence, Daisy provided a fully managed networking service, providing 24/7 proactive management across a number of different vendor technologies. With a small dedicated networking team on site, Daisy has effectively become an extension of Channel 4's network department, integrating into the existing IT division to manage all aspects of networking and communications.



The Result

Daisy's knowledge across the breadth of vendor technologies, combined with its centralised monitoring platforms, provides a single view of all aspects of the networking topology. The result of this is that Channel 4's wider team is better informed, and are able to support strategy decisions, by analysing patterns of usage with a view to predicting failure before it becomes an issue.

Improved asset management and control is also part of the service. Planning for and avoiding end of life services and proactively managing change to support the evolution of the service, rather than 'big bang' replacement projects is now possible.

Daisy's networking team is integrated into the existing WAN and LAN services, while also managing the fixed lines, unified communications and mobile requirements as a single, integrated service.

By working with Daisy, Channel 4 has been able to integrate many disparate networks into a single integrated service, with the ability to scale flexibly, and in line with business demand. This extends beyond the pure technology and can offer deeper skills and broader resource capacity to support ad-hoc projects, which is a regular feature of such a dynamic industry.

All of the core service benefits have been delivered for no additional cost, replacing ad-hoc contract resource with a single fixed service cost for end-to-end network management.

With this core foundation now in place, Channel 4 can plan for future projects, such as an improved workplaces policy (integrating wireless and remote device management with the broader network), as well as investigating broader cloud adoption through Office 365 and other applications.

"The IT Director is delighted. Within the first few months, the quality of the whole Daisy team and the proactive improvements being suggested, have made a substantial difference to our ability to deliver agile broadcast services."

Colin Lockwood, IS Operations Director, Channel 4

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If you are a Daisy client and would like us to talk about your company and your experiences on our website, across our social media channels and in the press, simply email us at pressoffice@daisygroup.com with your company name and contact details and we will call you back.

NB: This is a service provided free of charge to our clients and we will include links to your business' website.

