



## Network18

Indian Media Giant, Network18, Supports Business Growth with Technology from Alcatel-Lucent



## CUSTOMER AT A GLANCE

Network18

[www.network18online.com](http://www.network18online.com)

Industry: Entertainment, media and publishing

## CHALLENGES

- Needed to deploy a highly scalable communications infrastructure to support growing business needs.
- Wanted to maintain high customer satisfaction and improve staff productivity levels whilst reducing operational costs.
- Sought a dependable technology partner that could deliver an enterprise solution with centralised network management.

## Enterprise communications solution for a leading media conglomerate

Network18 is one of India's leading media conglomerates with interests in film, entertainment, online and mobile content, print, television, and other allied media and publishing businesses. Based in Mumbai, New Delhi and Noida, the company operates numerous subsidiaries including TV18, the nation's main business news television channels; Web18, the country's largest Internet player; and Newswire18, a major real-time financial information and news terminal provider. And with the acquisition of Infomedia, TV18 has expanded into print production via Infomedia18, a special interest publishing and printing organisation. Network18's other interests include general news and entertainment channels, online and on-air home shopping ventures, and a pan-India television distribution company.

Due to this aggressive expansion through organic growth and acquisition, the organisation's communications infrastructure lacked the necessary performance, scalability, and manageability to support business needs.

"We are in a dynamic industry that demands fast and accurate information, and we must perform tasks seamlessly if we are to continue to be successful," explains Piyush Gupta, Operations Director at Network18.

## Paramount need for robust, scalable communication solution

Network18's customers expect the news in real-time whilst the company needs to identify ways to maintain high customer satisfaction, improve staff productivity levels, and keep operational costs low. The company sees both high call volumes associated with news production, and also calls with customers and subscribers, who must be dealt with quickly and effectively. Efficient telecommunications are therefore paramount.

"Our infrastructure requires an enormous communication exchange capability due to our collaborative working environment, which has high incoming, outgoing, and conference call levels," says Gupta. "The enterprise communication system we sought also had to offer centralised network management and lower operational costs. Our challenge was to identify vendors who understood our need for a robust communications capability and that could offer an appropriate scalable solution. We had to find the correct technology and engage partners that would work well with our organisation."

Network18 assessed the market and approached several organisations including ABS India, a well-established Alcatel-Lucent partner. "We chose ABS India and Alcatel-Lucent because ABS India has become one of the finest systems integrators in the domain of enterprise communications while Alcatel-



Lucent is widely recognised as a very strong technology leader in the fields of voice, data, and wireless,” continues Gupta. “Moreover, we have established an excellent working relationship with ABS India over the last five years and therefore trusted its recommendation to employ Alcatel-Lucent technology.”

## Combined solution provides ground-breaking capabilities

Network18 and ABS India worked together to identify the most appropriate Alcatel-Lucent solution. They decided to implement an Alcatel-Lucent OmniPCX Enterprise Communication Server, which provides a highly scalable software communications server platform that supports multimedia call processing capabilities for both Alcatel-Lucent and third-party phones. The mobile extensions offered by the solution would help Network18 to deploy 350 Alcatel-Lucent IP phones at its corporate headquarters.

The solution also incorporates an Alcatel-Lucent OmniVista 4760 Network Management System, which provides the company’s IT staff with centralised management via a modular, open standards-based platform, lowering the Total Cost of Ownership (TCO).

“We know that the Alcatel-Lucent OmniPCX Enterprise platform comes with ground-breaking capabilities, and is readily scalable for future requirements,” states Gupta.

“At any given time, our 350 users have different needs ranging from direct inward calling to routing and conferencing. The Alcatel-Lucent solution satisfies our voice requirement perfectly, while the OmniVista 4760 meets our network management needs well. In addition, the new solution has successfully established communication between two locations by joining two systems over the network.”

ABS India designed, configured, and implemented the solution. “ABS India has experience of deploying some of the most complex enterprise communication networks in India. Thanks to its expertise and skills, ABS India has commissioned the communication environment at our premises to our complete satisfaction,” comments

## SOLUTION

- Alcatel-Lucent OmniPCX™ Enterprise Communication Server
- Alcatel-Lucent OmniVista™ 4760 Network Management System

## BENEFITS

- The scalability of the solution provides a future-proof platform for growth, and an easy configuration during business changes and reorganisations
- A modular, open standards-based centralised management platform lowers Total Cost of Ownership (TCO)
- With consolidated quarterly revenue increasing by 25 per cent, the company expects a rapid return on investment through improved call handling and reduced maintenance
- The user-friendly solution provides new facilities and improved ease-of-use
- Customers benefit from better sound quality and the efficient call handling
- Highly reliable solution ensures business continuity by boosting uptime
- Highly efficient network management system, IT staff do not waste time administering the solution

Gupta. “They also demonstrated good team work with the vendor, Alcatel-Lucent, and our own IT team. Back end coordination was especially good and they managed the project very professionally.”

## Increased productivity and rapid return on investment

Today, Network18’s offerings reach approximately 250 million Indian consumers every month and the organisation continues to expand by exploring new business opportunities. Recent quarterly results indicate that consolidated revenue figures have grown by 25 per cent year-on-year with some businesses yielding growth up to 60 per cent. Television business revenues have increased by 28 per cent. The company has recently established a strategic alliance with AETN, one of the fastest growing pay-per-view television groups in the United States.

Undoubtedly, the earlier communications environment would have had difficulties supporting this level of business growth. However, with an Alcatel-Lucent OmniPCX Enterprise platform in place backed by support from ABS India, Network18 is witnessing a rapid return on investment. The user-friendly solution has also been a major hit with the 350 end-users, who like the new facilities and the system’s ease-of-use. Customers too are benefiting from the better sound quality and the efficient call handling resulting from features that help staff identify callers and route calls accurately. Moreover, the highly reliable solution ensures business continuity by boosting uptime and, thanks to a highly efficient network management system, IT staff do not waste excessive amounts of time administering the solution.

“After acquiring an excellent communications facility and a good return on investment, we are extremely happy to be associated with Alcatel-Lucent and ABS India, and they will be our preferred technology partners for the foreseeable future,” concludes Gupta.

### BUSINESS PARTNER INFO

ABS India is Alcatel-Lucent’s dedicated business partner in India, with headquarters in Bangalore and an impressive presence across the subcontinent. The company builds, implements, and maintains some of the most complex next-generation communication networks to enable small, medium, large, and multi-location businesses to exchange voice, data, and multimedia information.

[www.absindia.net](http://www.absindia.net)

*“We know that the Alcatel-Lucent OmniPCX Enterprise platform comes with revolutionary capabilities and is readily scalable for future requirements.”*

PIYUSH GUPTA,

OPERATIONS DIRECTOR, NETWORK18