

CASE STUDY:

NATION'S PREMIER OUTDOOR ADVERTISER DISPLAYS STRONG COLOCATION STRATEGY WITH VENYU

THE CUSTOMER: Headquartered in Baton Rouge, LA, Lamar Advertising is the nation's leading out-of-home advertising company, providing solutions in the form of billboards, digital, transit and highway logo signs. The company boasts a wide corporate reach with more than 200 locations across the United States, Canada and Puerto Rico. Lamar leverages its IT infrastructure to support business operations and billboard displays.



"At Lamar, our goal is to help customers make a powerful visual impression – the first time. We do this by offering strong support, strategy and intelligence into each target market," said Peter Dunn, Director of Communications and Services, Lamar Advertising. "But none of this is possible unless we have a reliable and flexible IT infrastructure in place to back it all up."

THE CHALLENGE:

With more than 200 offices, the company boasts over 800 media representatives managing an inventory of nearly 200,000 displays. To manage all this, Lamar initially housed and maintained the IT infrastructure for its applications, ranging from the website and email Active Directory to file servers, all from their Baton Rouge, LA location. To prevent against failure, the IT infrastructure included a battery-based backup and also redundant AC fed into the main building. But when Hurricane Katrina brought its 174 MPH winds to the region in August 2005, the risk of a power outage and network downtime became too much for the company to absorb.

Continued Dunn, "While we didn't go down at the time, Katrina certainly forced us to take a closer look at our disaster recovery and data backup plans. We found that our team was just not prepared with the infrastructure and strategy necessary to prevent a major outage. We came to the conclusion that a colocation provider with the expertise to protect our critical data assets was essential."

Along with worrying about Mother Nature, Lamar was also concerned with its growing data storage capacity and the need to hire additional staff to support, update and maintain any additional IT equipment. Dunn admits that, the company was not an IT shop, rather an advertising agency with IT needs.

THE SOLUTION:

Lamar began to explore colocation options, but knew that finding the right partner would not be an easy task. Several providers were immediately eliminated because of their remote locations and others lacked the required security or just couldn't guarantee the State of Louisiana would assume the diesel fuel delivery necessary to maintain its generators in emergency situations. However, after reviewing the services Venyu provided, Lamar knew they had found the right hosting partner.

Venyu's colocation hosting is a flexible solution giving organizations such as Lamar, the space, connectivity and security required for

Case Study: VENYU and LAMAR ADVERTISING

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– Peter Dunn, Director of Communications and Services, Lamar Advertising

housing their hardware devices while also ensuring power and environmental conditions remain optimal for best operations. The company delivers a wide array of rack, network and hardware configurations – even helps with equipment procurement and installation. Venyu’s commercial-grade data center facilities are designed with industry-leading physical and network security protection, disaster recovery as well as a wide range of environmental controls including smoke detection, fire suppression and redundant cooling controls.

Today, 100 percent of Lamar’s servers are collocated with Venyu – no more on premise devices are needed. “Venyu enables us to focus on more strategic business initiatives, instead of running and maintaining IT facilities. Now we can put our attention on what we do best – premium advertising,” concluded Dunn.

Venyu’s Colocation Services Facilitate Lamar’s:

- Microsoft Applications
- SQL Servers
- Active Directory

- Portal for company employees (applications on the website)
- Email Application
- Private network connectivity to facilitate all data

In addition, Venyu maintains Lamar’s web-based portal services. The portal services provide a secure area for Lamar’s customers to log into the portal and access their images or adjust the digital boards with real-time sales offers and incentives, such as special offers when a local sports team wins or targeted messages to specific audiences such as morning and evening commuters.

THE BENEFITS:

Venyu now provides Lamar with a private network connection to their hosted SQL servers, logical systems and Active Directory servers, while also assuming their power, space and cooling needs.

Colocation Benefits:

- Network Flexibility – Quickly increase bandwidth for demanding applications.
- Seamless Expansion – Lamar will order new IT equipment and Venyu



will receive and secure for installation.

- Peace of Mind – Lamar did not want to be in the data center, circuit breaker, and HVAC business; they wanted to focus on advertising.

Through Venyu’s colocation services, Lamar is able to facilitate data from 200 locations – including maintaining data to and from 2,000 digital boards around the country for displays such as:

- PGA data pulled from their website to display scores and real-time updates
- Elections
- Sporting events
- National and local business



Venyu is a premier provider of data center, managed hosting, cloud, virtualization and data protection solutions. By leveraging Venyu’s portfolio of innovative, ROI-focused solutions, including VenyuCloud and RestartIT, within secure, highly available data centers, organizations can reduce IT costs while increasing security and scalability.

For more information about Venyu and its industry-leading offerings, please visit www.venyu.com
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