



Leading media and entertainment company deploys local management to support global broadcast centers with only a Hollywood-based IT staff

CUSTOMER PROFILE



E! Entertainment Television is currently available to 97 million cable and satellite subscribers in the U.S. and the E! Everywhere initiative underscores the company's dedication to making E! content available on all new media platforms any time and anywhere from online to broadband video to wireless to radio to VOD. E! is a network of NBCUniversal Cable Entertainment, a division of NBCUniversal, one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience.

Read more: www.eonline.com



Uplogix Benefits for E! Entertainment Television:

- ▶ **More with Less** | A small IT staff located in southern California is able to support a global network of unmanned broadcast centers.
- ▶ **Remote Access** | Secure access functionality provides centralized technical staff fast and easy access to remote gear, reducing the number of site visits required.
- ▶ **Reliability** | With a 24-hour broadcast schedule, network uptime is critical. Uplogix provides in-depth monitoring, automated recovery and real-time alerting of issues.

24-hour entertainment news cycle is supported 24x7x365 by local management

Broadcast centers around the world bring news of red carpets, new releases, celebrity blunders and more from Cannes to California

For more than 20 years, E! Entertainment Television has delivered coverage of contemporary film, television and music, daily Hollywood gossip, and fashion into millions of homes around the world. E! is one of the only general-entertainment cable channels that broadcasts a daily news program, *E! News*.

In addition to *E! News* telecasts, the channel runs a ticker with fast-breaking entertainment headlines, and produces live red carpet shows from the major entertainment awards, reality television programs such as *Keeping Up with the Kardashians*, and comedy programs including *The Soup*.

The E! Online website reaches more than 6 million unique US users per month and features an archive of over 20,000 entertainment news stories.



HOLLYWOOD

Uplogix enables a small IT team to support a 24x7 global operation from sunny California

Local Management: Supporting distributed network sites remotely, with confidence

Uplogix Local Management provides a network-independent platform that E!'s California-based IT staff uses to manage a network of global broadcast centers. Remote management of the broadcast centers is through Uplogix Local Managers that are directly connected to critical network infrastructure and installed with DSL out-of-band connections. Combining the out-of-band with automated features for monitoring and recovery, E! staff manages the remote sites 24x7.

Monitoring the network with the tenacity of a paparazzi

Uplogix gathers much more granular diagnostic data more frequently than SNMP-based systems without affecting the performance of the devices or the network. Analyzing this data, Uplogix can then either automatically resolve issues based on pre-approved guidelines, or communicate the problem back to E!'s IT staff for resolution.

Remote access gives IT staff a (secure) backstage pass

Uplogix Local Managers are collocated and directly connected to devices and servers to deliver persistent connectivity—regardless of the state of the network or device. Should the network go down, the LM immediately establishes remote connectivity to the E! network team via a secure out-of-band path over DSL.

Automation saves time, enables remote management

With best-in-class problem diagnosis and recovery capabilities, Uplogix autonomously detects and fixes issues without having to deploy expensive resources onsite. Local Management enables E! to execute routine remote maintenance tasks like patch upgrades and configuration changes consistently and confidently.

Ensuring the show goes on

Today's entertainment world runs 24x7. With Uplogix, the small, California-based IT staff at E! is able to manage a global network of broadcast centers as if they were onsite. Next time you turn on E!, you'll be watching the benefits of Local Management.



ABOUT UPLOGIX // Uplogix provides the industry's first local management solution. Our co-located management platform automates routine administration, maintenance and recovery tasks—securely and regardless of network availability. In comparison, traditional network and systems management depends on the network, uses multiple tools, and remains labor intensive. Uplogix puts the power of your most trusted IT administrator everywhere, all the time.

Uplogix is privately held and headquartered in Austin, Texas. For more information, please visit www.uplogix.com.

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