

Hosted**Solutions**

Case Study

Company:
Capitol Broadcasting
Company, Inc.

Core Competency:
Media &
Communications

Challenge:
Enterprise hosting
and managed
services for launch
and ongoing support
of WRAL.com site

Service Solutions:
Hosted Solutions' Hi-
TouchSM colocation
services, managed
network services,
bandwidth services,
worldwide content
delivery services, and
managed security
services.

The company:

Capitol Broadcasting Company (www.cbc-raleigh.com), Inc. is a diversified communications company which owns and/or operates a myriad of divergent holdings across North Carolina including WRAL-TV, WRAL.com Local Techwire , WRAL-FM, WRAL-HD2, the North Carolina News Network , Wolfpack Sports Marketing, WRAZ-TV in Raleigh, NC, and The Durham Bulls in Durham, NC. Capitol Broadcasting Company's legacy of hard work, creativity, and a commitment to their audiences, their clients, and their employees has made them a successful broadcasting company and industry leader in the communications field. As a business leader, CBC continues to provide the highest level of service and expertise to their listeners and clients in order to increase their profitability and market share. As a community leader, CBC reinforces their belief that a company cannot meet its business responsibility without meeting its community responsibility. It is a combination of their quality, and local interests that drove them to partner with Hosted Solutions.

The Business Challenge:

Capitol Broadcasting Company, Inc. set out to find a technology provider that shared it's local interests, but operated on an enterprise level. With the web becoming a much more powerful medium, John Clark, General Manager for WRAL.com, realized the need for a more robust web presence. "The internet has outpaced any communication's medium in growth, and being a leader in the communications industry we had to use all means necessary to provide our content to our audience," quotes Clark. Since launching in 1996, WRAL.com's site viewership had increased significantly. With that increase came an increased focus on stability, speed, and reliability. "When we decided to rebuild WRAL.com, the hosting environment was a primary concern. We needed reliable delivery and protection of our web applications in an environment that could expand to support our growing traffic and service initiatives," says Clark. The new WRAL.com homepage design featured a simpler horizontal navigation menu at the top of the page, a prominently placed Flash video player, expanded images with top stories, and enhanced search



functionality. WRAL.com realized the need to partner with a provider who can accommodate their needs. Clark recalls, “We needed delivery and protection of our critical web applications in a secure environment to support the deployment of WRAL’s new web initiatives.”

In doing the initial technology review, Hosted Solutions identified that a robust state-of-the-art network with full redundancy was needed to deliver the high bandwidth and scalable applications of the new site. During periods of inclement weather or breaking news the viewership would skyrocket, and the provider they choose would need to be able to adequately provision their network to handle these fluctuations.



“WRAL.com is elated with the quick response times and the very stable environment we have with Hosted.”

John Clark- General Manager, WRAL.com

In addition, they would also require a technical team that had the knowledge and experience to provide support as needed for CBC.

In the evaluation period, Clark sought a provider that could meet its technical needs:

- An enterprise class hosting facility to support the deployment of WRAL’s new web initiatives.
- A provider whose network allows for burstability, scalability, and expansion. This will ensure that WRAL can deliver a positive client experience to their customers.
- A provider who can guarantee availability and support for all systems. These requirements include redundant power, network infrastructure, and security.
- A provider with a diverse and experienced technical team that can be leveraged as needed to assist WRAL with their day to day requirements and future initiatives.

Clark had the forethought during their evaluation to know that a local partner would allow for the development of a mutually beneficial relationship. “Capitol Broadcasting Company would gain a partner that can assist in future growth and expansion,” quotes Clark. “We have been very pleased with the service, support and assistance Hosted Solutions has provided. We are able to stay focused on our core product - content.”



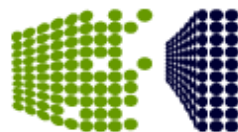
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The Solution:

After conducting a data center review process, WRAL.com chose Hosted Solutions, a Raleigh, N.C.-based provider of managed hosting and data center services. Operating four SAS 70 Type II certified data centers located in Charlotte, Cary and Raleigh, North Carolina and Boston, Massachusetts, Hosted Solutions offered WRAL.com colocation services with managed security services.

Hosted has adapted their set up based on demand, by upgrading their power and bandwidth, as well as implemented a worldwide content delivery system ensuring the best viewer experience anywhere in the world. "Their industry and technical knowledge was terrific, and they spoke in terms of solutions versus needs," says Clark. The configuration was constructed seamlessly, and the relationship has been very prosperous as WRAL.com's site is the most visited broadcasting site in the country.

The partnership was made in large part due to fiscal sense and the belief in a true business partner, but technically is where the partnership has paid true dividends. "We are elated with the quick response times and the very stable environment we have with Hosted Solutions," says Clark. "With Hosted Solutions managing the operations of the hosting environment, things have run smoothly. With their scalable and customized solutions, we have a partner in Hosted Solutions that truly has our best interest in mind."



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