

## KRG- Entertainment Publications: Case Study

**Domain:** Enterprise Systems Management (ESM)

**Client: Entertainment Publications (EPI):** Entertainment Publications, based out of Troy, Michigan is one of the most well known names offering the most sought after promotions and discounts across US. Through its various products including its flagship offerings Entertainment ® book, Entertainment.com savings site and online savings memberships. Entertainment Publications has been ensuring that countless people avail of their remarkable discounts.

**Project Status:** Managed services project, continues on an on-going basis.

**Business Scenario:** With the wide range of discounts offered by Entertainment Publications, there is always a constant rise in the number of people that avail of the benefits offered. Since its inception in 1962, the client has expanded to cover 150 major markets with thousands of local merchants today. A robust IT infrastructure forms the backbone of the entire operations at Entertainment Publications, right from engaging merchants to reaching out to the end users. In addition to uninterrupted services during business hours EPI also requires up and running operations during non-business hours.

**Client Challenges:** Entertainment Publications has one of the most widespread operations that have to be built on a resilient IT infrastructure. Such an extensive IT network is supported by 100s of servers and the client had been facing numerous hurdles in handling the same including:

- Optimization of resources and server capacities.
- Integration of and managing multiple servers.
- Identifying the exact point of origin of faults.
- Working on the problems and rectifying the same without any disruptions to service.
- Ensuring smooth operations.

**KRG Solution:** KRG utilized its extensive experience in developing and deploying enterprise systems management tools to customize its services in order to cater to the unique needs of Entertainment Publications.

**Design:** A detailed study of the entire business operations of EPI was done, while its network and connected end points were identified and server needs outlined. Considering the project required constant monitoring of servers even during non-business hours, a comprehensive project design was prepared. Resource allocation and other infrastructure related requirements were identified and a thorough project management mechanism was prepared and shared with the client.

**Development & Deployment:** A team of engineers with years of experience in enterprise server management was deployed to remotely manage the client's servers. Implementation of the KRG's solution included utilizing the global delivery platform with offshore operational capabilities to ensure 24X7 service support. As part of the deployment process a dedicated accounts manager was assigned to ensure smooth operations, open and direct communication with EPI, and real time reporting of faults to the on-call support person at EPI and troubleshooting thereof.

**Client Benefits:** With KRG's expertise in enterprise systems management in general and remote server management in particular the client's needs have been met successfully. The benefits which have accrued to the client include:

- 24X7 monitoring of a vast network of servers.
- Server support during non-business hours.
- Uninterrupted services with minimum uptime.
- Off-shoring model of RIMS (Remote Infrastructure Management Services) ensuring affordability.
- Lowered TCO and faster ROI.
- Real time identification to reporting and rectification of faults.