

Increasing operational efficiency in MediaTech using **ITV** as an example

*Implementation of a support team for
seamless handling of broadcast events*

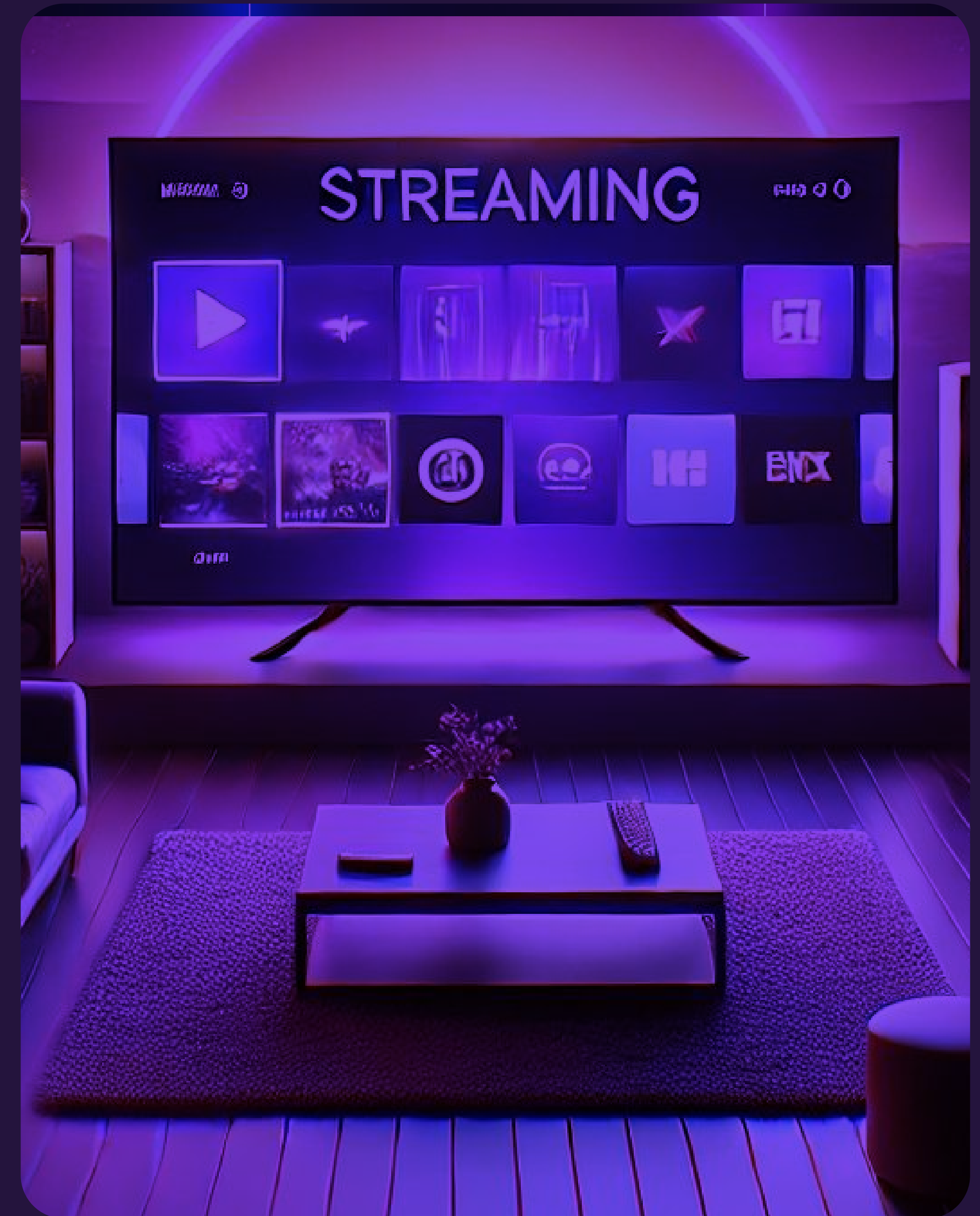
The importance of reliable systems at Mediatech:

ensuring the ability to perform trouble-free operations and continuity of system operation is key to user satisfaction, as well as ROI.

Objective: Mitigate the risk of accidents occurring and implement effective monitoring systems.

3 key challenges for Mediatech:

- **Systems failure** can occur at any time, affecting the continuity of live broadcasts or the smoothness of user operations on the platforms.
- Need for **continuous monitoring** to maintain systems availability.
- Rapid resolution of problems is key to user satisfaction and **minimising financial losses**.



Implementation of a *support team*

Implementation of a support team using ITV as an example and management of live broadcast events

- 24/7 monitoring
- Immediate response to incidents
- Automated processes
- Advanced tools



A support team is

a dedicated person or group of people responsible for monitoring the client's systems and products and the external services integrated into its systems.

- **Role:** monitoring the client's systems and integrated external services.
- **Functions:** ensuring stability of systems 24/7, immediate escalation of incidents and corrective actions with developers on call.



Solving business problems

Maintain operational continuity through trouble-free operation of systems and rapid response to incidents

Response time: the expert knowledge of the support team enables rapid crisis management.

Impact: minimising downtime and ensuring business continuity, maintaining customer satisfaction.

3 key benefits



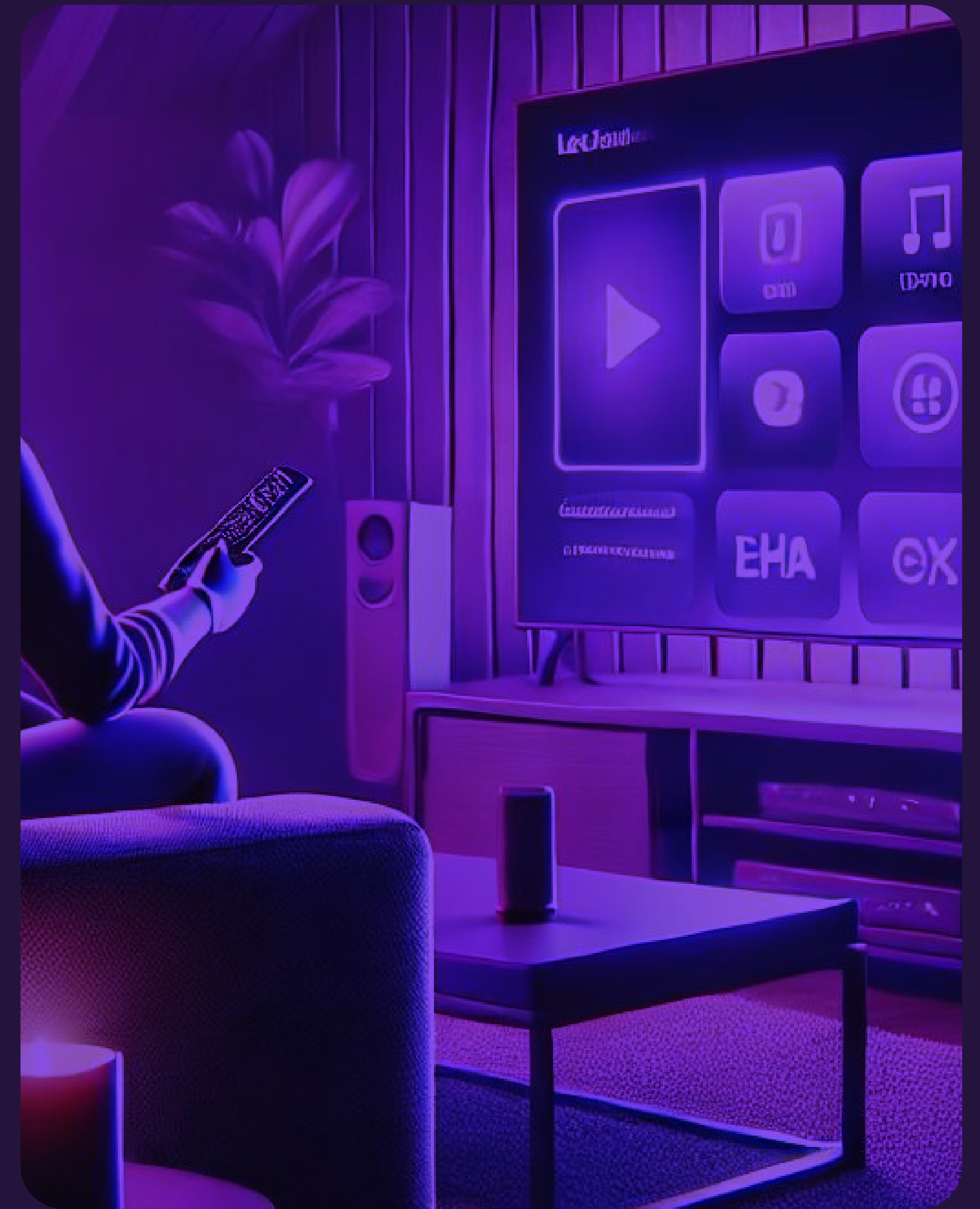
As many as **99% of incidents** are handled by a bot, which responds to requests sent by users or monitoring tools, automatically by email or text message.

Automation leads to a reduction in operational costs by reducing response times and human resources.

Increased customer satisfaction through proactive problem management and minimal disruption.

6 key tools

- Advanced monitoring tools provide complete insight into system performance and rapid response to emerging issues.
- Implemented tools: Zabbix, AWS CloudWatch, Sentry, New Relic, Ops Genie, Slack.



3 optimisations

We automate the processes for responding to requests through a bot that:

- categorises the incident,
- notifies the customer and the support team,
- initiates corrective action.

In this way, we minimise the incident handling time and resources required to resolve the incident.



Real-time event support using *ITV* as an example

Constant communication with the client (video conference) - the entire team is connected to the organisers during the event.

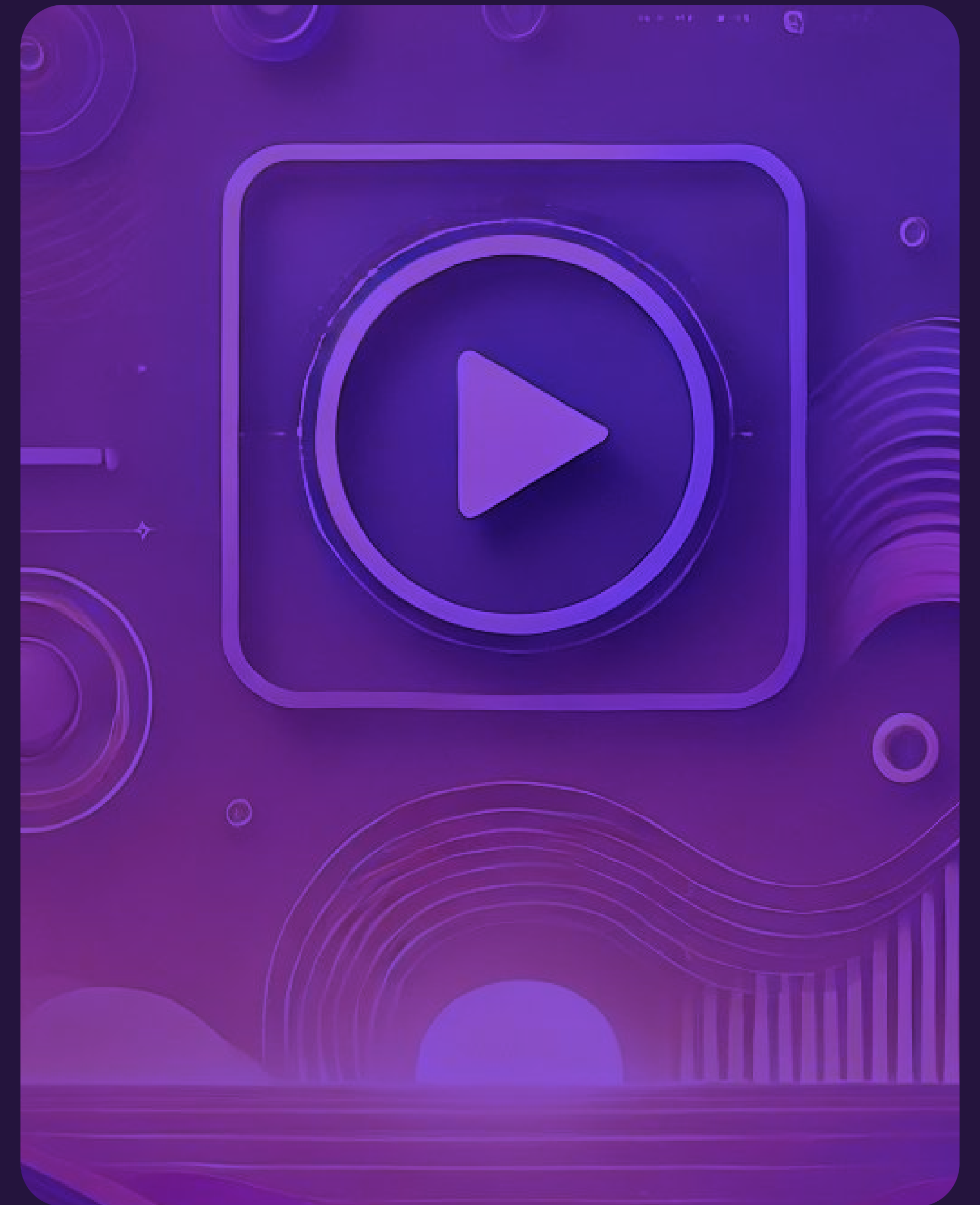
Regular updates - the client receives regular (every 10 minutes) statistics on traffic and system load.

Final report - at the end of the event, the client receives a detailed report on incidents (or lack thereof) and user activity on the system (for example, number of users and transactions completed).



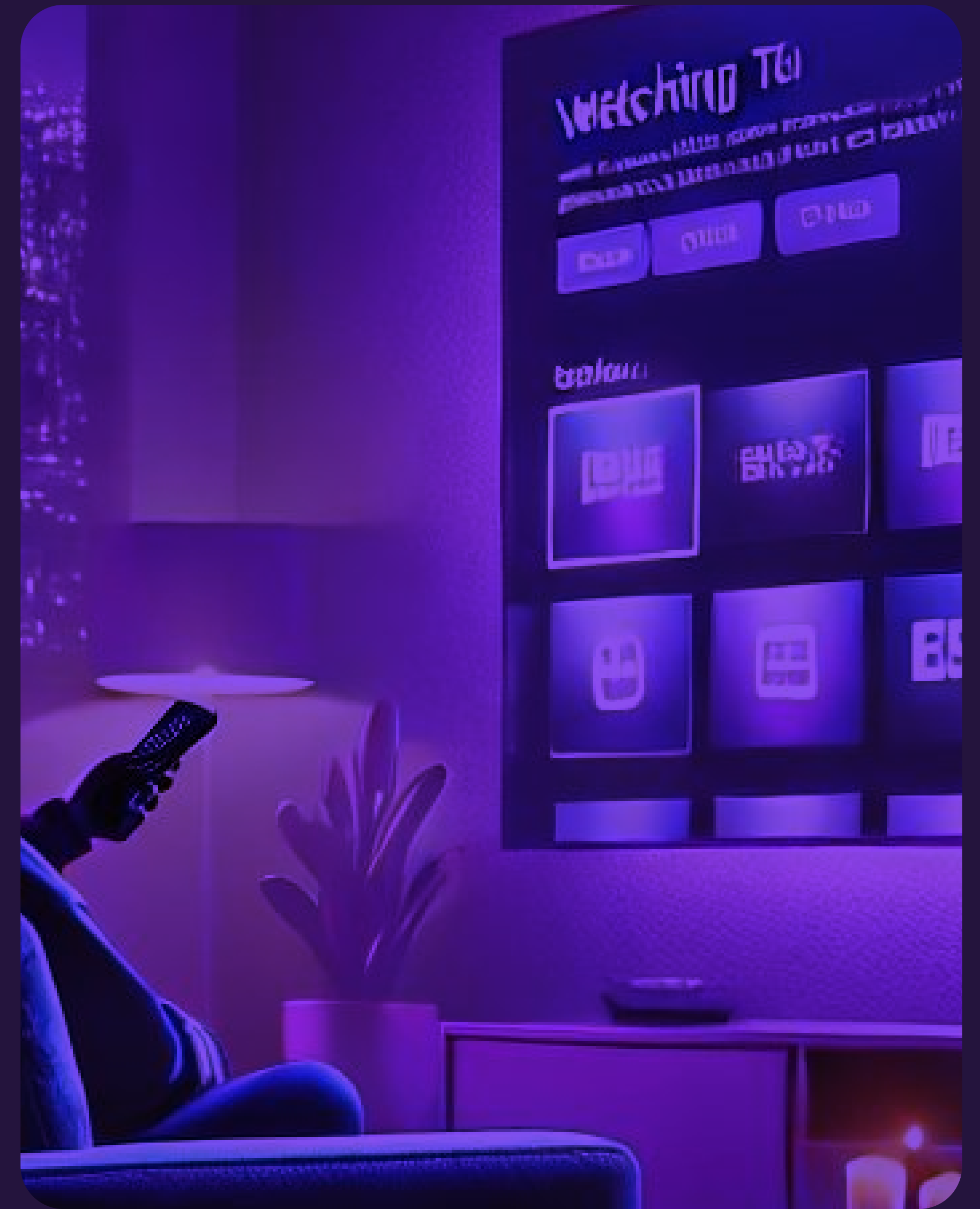
3 key performance measurement indicators

- Decreasing number of undetected incidents by the system
- Reduction in calls from customers regarding infrastructure problems
- Predicting and eliminating potential problems before they occur



Conclusions

- **Strategic advantage** - anticipate and prevent problems, ensuring uninterrupted operations.
- **Benefits** - ensuring continuity of systems, minimising downtime, increasing user satisfaction and reducing operating costs.



Neoncube Team

Would you like to implement a support team in your company as well?

Let's talk about it!

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