



## Modernizing Infrastructure for Long-Term Stability

**Company:** Television Broadcast Media  
**Location:** New York  
**Industry:** Media & Entertainment  
**Company Size:** 10,000 Employees  
**Managed Service Client Since:** 2014

### Background

Our long-standing partnership with this major broadcast media company has been built on years of steady collaboration and reliable support, creating a strong foundation of trust. In late 2024, the customer's broadcast television division took a thoughtful look at its environment, prioritizing stability, cost control, and long-term operational continuity. As vendor programs shifted and licensing costs increased the landscape grew more complex. We partnered closely with the customer to navigate these changes, delivering clear guidance and a sustainable path forward that strengthened operational stability and protected day-to-day performance.

### Business Challenge

A broadcast television division within our customer was contending with aging infrastructure and a consolidating vendor landscape that limited their negotiating position. Leadership explored alternatives to regain leverage and protect long-term flexibility, even as they were required to move forward with a short-term renewal that significantly exceeded their planned budget.

## Technical Challenge

The television broadcast division operated 17 stations on aging infrastructure nearing refresh and required a dual-cluster architecture with rack-level resiliency at each site. Application migration added further complexity, prompting evaluation of updated VMware vs. Nutanix designs. Our team partnered closely with Dell and Nutanix engineering to ensure accurate sizing and planning.

## Financial Challenge

Leadership received multiple design and pricing iterations, each supported by detailed cost analysis to compare a range of hardware and hypervisor options. These iterations helped clarify tradeoffs in scalability, resiliency, and long-term operating costs. After the customer selected their preferred architecture, we partnered with procurement teams to navigate pricing negotiations, align on budget expectations, and secure the required approvals, ensuring the project could advance with confidence and organizational support.

## The Outcome

The team delivered meaningful impact across business, technical, and financial areas. On the business side, the solution enabled an alternative hypervisor strategy through Nutanix, giving the customer greater independence and leverage in future negotiations. Technically, the entire television broadcast division was modernized by refreshing all 17 stations on next-generation Dell XC servers, meeting compute, storage, networking, and resiliency requirements across the environment. Financially, we secured a competitive outcome through multiple rounds of complex negotiations and shifting market conditions, managing customer expectations and guiding the project through its final approval stages.

## Why Focus Technology?

Focus Technology is a trusted IT partner for business, technical, and financial leaders in media and entertainment. Our engineers evaluate emerging technologies and simplify complex environments, strengthening security and modernizing infrastructure. We deliver clear business, technical, and financial outcomes that help organizations operate confidently and remain competitive. Contact us today at **(617) 303-0480** or **marketing@focustsi.com** for a no-obligation consultation and discover how Focus can add measurable value to your business.