



## Success Story:



### BBC Future Media Group

Media & Entertainment  
London, UK

## Highlights

- > Service assurance for on-demand platforms and streaming content including BBC iPlayer, Doctor Who, elections coverage and sporting events
- > Hybrid infrastructure deployed on premises and in Amazon Web Services (AWS)
- > Over 5,000 monitored devices and 1 million metrics every 5 minutes
- > Zenoss used by over 60 product groups, the network operations center (NOC) and senior leadership
- > BBC chose Zenoss for scalability, flexibility and value for money
- > Agile culture with monitoring integrated directly into DevOps workflow across departments

## What Was Keeping BBC IT Leaders Awake at Night?

Broadcast technology is changing, and people are consuming more of their news and entertainment online, so the BBC was concerned about continuing to deliver an exceptional customer experience through this medium. To address these changing market expectations, the BBC has increasingly adopted continuous delivery and DevOps across its groups as well as transitioned significant infrastructure and services to public clouds.

Not surprisingly, consumers have a new level of expectations for digital experience delivery, which translates to a low tolerance for issues with page loads, media-streaming errors and latency in general. The BBC IT teams knew their chaotic and disparate monitoring approach before Zenoss was increasing the risk of a degraded customer experience, which could result in significant damage to the brand's reputation.

**“If we didn't have Zenoss, our audiences would have a degraded experience and our reputation would suffer.”**

Shani Mashhood, *Head of Monitoring, BBC*

## BBC Before Zenoss

Like many large media organizations, the BBC had a diverse infrastructure with many discrete monitoring tools in place, with some running on individual PCs that would frequently crash. The NOC team was required to constantly monitor multiple dashboards in different applications. This created an environment in which it was very difficult for NOC team members to identify actionable events and respond to them quickly.

With more than 60 product teams relying on a monitoring solution, the centralized NOC team needed a platform that could not only monitor health and status across the distinct services but could also integrate into DevOps workflows to ensure comprehensive monitoring coverage within a single pane of glass.

**“My vision was very much to have a single dashboard so our NOC team can pick up incidents quickly.”**

Shani Mashhood, *Head of Monitoring, BBC*

## How Zenoss Solved the BBC's Problem

The BBC has been with Zenoss since 2009, and their improved, streamlined monitoring through a unified platform has contributed direct value in terms of both customer satisfaction and operational efficiency. In addition, the Zenoss platform enabled a smooth transition to the cloud, where the BBC has moved approximately 50 percent of their infrastructure and services. Their ZSD deployment monitors approximately 1 million data points every five minutes across more than 5,000 devices within their hybrid IT infrastructure.

The BBC chose Zenoss for three key reasons: scalability, flexibility and value for money.



### SCALABILITY

Rapid changes in broadcast technology coupled with monitoring vast amounts of data (with a 24/7 feed to the internal NOC) required software-defined IT operations at scale. The BBC's Zenoss implementation was able to monitor 3,000 metrics per second and 20 events per second. A key factor in scalability was the agentless Zenoss architecture, which greatly reduced the deployment burden.



### FLEXIBILITY

The BBC has an agile, dynamic business model. They work quickly, and they innovate often. The centralized NOC team needed to implement a solution that would intrinsically fit within the fast-paced DevOps workflows of each product group. To simultaneously cater to their differing needs, the NOC team leveraged the extensible nature of the Zenoss platform, automating application monitoring and meeting cross-team dashboard requirements with ZenPacks. This flexibility has garnered broad internal adoption among their monitoring teams, product groups, operations teams and senior management.

**“We needed to have something that could keep up with the pace of business changes, and the flexible nature of ZenPacks in Zenoss allowed us to do that.”**

Shani Mashhood, *Head of Monitoring, BBC*



### VALUE FOR MONEY

Because the BBC is a public service broadcaster supported by UK taxpayers, financial accountability and consistent quality of service were non-negotiable aspects of their strategic goals. Zenoss allowed the BBC to exceed uptime expectations in a cost-effective manner with simple licensing that didn't increase costs based on the amount of data collected or processed.

**“Zenoss directly benefits the BBC in that it allows us to capture and analyze performance data to detect incidents in both infrastructure and applications so we can move quickly to find a root cause and take action to bring the service back up.”**

Shani Mashhood, *Head of Monitoring, BBC*

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