SAVVIS
A CenturyLink Company

Company:
SAXOTECH, Inc.

Line of Business:
Multi-channel Publishing and Managed Hosting

Target Market:
Media companies

Location:
Tampa, Florida

Savvis Solution:
Strategic IT Outsourcing (ITO), Software-as-a-Service, Savvis Dedicated Cloud, Managed Storage, Foundation Hosting, and Hosted Area Network (HAN) services

Summary:
SAXOTECH wanted to put more focus on its core competencies and was looking for a way to align their IT infrastructure with their changing business needs. Savvis assisted SAXOTECH with designing and deploying a custom IT Infrastructure service and delivery model. This strategic move enabled them to rise from No. 3 to No. 1 in the North American newspaper publishing market within two years based on marketshare and print and digital pages — and page views — served through their technology platforms.

Savvis Helps Make SAXOTECH No. 1 Provider of Publishing Solutions in North America

Overview

SAXOTECH delivers enterprise content management solutions to media companies around the world. SAXOTECH technologies are used to plan, create, edit and publish to multiple channels as well as develop new revenue streams.

Four of the top ten North American newspapers use SAXOTECH solutions, with more than 30 percent of all newspaper content viewed online being hosted in the SAXOTECH cloud. As one of the world's largest managed software providers for media companies, SAXOTECH manages content that generates more than 13.4 billion page views a year. At any one time more than 3,000 content managers, editors, or reporters are accessing the SAXOTECH cloud — from tablet and smartphone devices as well as traditional desktop or laptop access — writing, editing, or managing content that is consumed by millions of consumers via a variety of online and traditional channels.

"The media industry has undergone a tremendous revolution in how content is consumed," said Robert Payne, director of marketing for SAXOTECH. "Our cloud solutions have helped the media leaders compete and get to where they are today."

Business Challenge

Prior to 2004, SAXOTECH managed its own infrastructure for their content management and publishing applications and rented data center colocation space from a regional outsourcing vendor. However, fundamental shifts in the way newspapers publish digital and print news, as well as how readers interact and consume content, changed the way the media business was run and placed ever increasing demands on their infrastructure — including bandwidth, network performance, data storage and security. In less than 2 years, SAXOTECH experienced increases in bandwidth usage of more than 300%. At that point in time, SAXOTECH realized that their IT infrastructure needed to become more agile to address current and future industry changes.

"We needed a vendor that would provide a predictable and cost-effective infrastructure solution with the highest level of performance, security, redundancy and scalability to meet our users' needs and growth objectives," said Chris Hofflin, international hosting manager for SAXOTECH.

SAXOTECH

SAXOTECH was looking for a partner to help guide their outsourcing strategy and that would help them to architect an infrastructure solution that not only met their current needs but that would continue to meet their ongoing strategic business goals. The vendor had to have a modern Tier 4-certified data center, and own the buildings its data centers resided in, so it had complete control over utilities and building infrastructure. It also had to be a Tier-1 network provider that was SAS 70 type II audited and VISA PCI DSS certified. And it had to provide high service-level agreements (SLAs) for availability, and superlative support.

Solution

After carefully reviewing all major vendors, SAXOTECH chose Savvis. "**Savvis helped increase our business agility and IT flexibility with a tailored infrastructure solution just for us," said Marcel Badowski, senior vice president of services for SAXOTECH. "No other vendor was flexible enough to meet all of our requirements.**"

Today, SAXOTECH uses a combination of Savvis solutions, including management of the high-availability infrastructure for its Software-as-a-Service (SaaS) solutions, the Savvis Dedicated Cloud, Managed Storage, Foundation Hosting, and Hosted Area Network (HAN) services.

"Savvis was very quick to say 'yes, we can make this happen,' when we stated our requirements", said Badowski. For example, although SAXOTECH didn't want to manage the hardware, storage, network, or facilities, it still needed a lot of control over the environment, especially when it came to the virtualization hypervisor the company's application stack ran. "Fortunately," said Badowski, "Savvis gave us a solution that fit all our criteria."

SAXOTECH was also impressed by the fact that Savvis owns and operates 20 percent of the Internet backbone in North America. "Given that we were planning on making a million dollar annual investment in our hosting provider, this gave us a tremendous amount of confidence," said Badowski.

Benefits

Today thousands of media brands in North America rely on SAXOTECH's cloud-publishing solutions, supported by Savvis. A full 30 percent of all content for news services is deployed by SAXOTECH in the cloud.

"Savvis has helped us become the No. 1 provider of digital publishing solutions in North America today," said Ed Ross, vice president of sales for SAXOTECH. "In every single sales cycle, we talk about Savvis, how its infrastructure supports our SaaS solution. It's a critical part of the sales process, and 90 percent of new bookings are SaaS solutions based on the cloud."

More specifically, Savvis has enabled SAXOTECH to enhance operational efficiencies and reduce delivery time to customers, according to Badowski. "We give them the benefit of time, and in the media business, time is money," he said.

SAXOTECH has collected stories of how its SaaS solutions have literally saved newspapers. In one case, a small newspaper in a town that was devastated by a hurricane was able to access its systems remotely and still publish the newspaper. "Its Web traffic jumped 30 percent, and we were able to scale seamlessly to meet that demand thanks to Savvis," said Payne.

"No other vendor can compete with the world-class infrastructure and support Savvis provides," said Badowski. "Savvis is easily two to three years ahead of any competitor in the market."

Future

SAXOTECH executives are confident that as technology continues to evolve — especially cloud technology — that Savvis will steer them in the right strategic direction. "Savvis continually keeps us apprised of new ways to improve efficiencies, reduce costs, or scale better," said Hofflin. "Savvis has already shown its ability to adapt to our evolving business needs, and since our needs will always be a moving target, that bodes well for our future."

For more information about Savvis, visit www.savvis.com or call 1.800.SAVVIS.1 (1.800.728.8471).

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