



# Music Broadcast Limited (MBL)

Radio City leverages NTT Global Data Centers and Cloud Infrastructure, India (erstwhile NTT-Netmagic) to accelerate speed to market.

## Client profile

Radio City, a part of Music Broadcast Limited (MBL) is a subsidiary of Jagran Prakashan Ltd. Being the first FM radio broadcaster in India and with 19 years of expertise in the radio industry, Radio City has consistently been among the top radio stations in the country. Music Broadcast Limited currently has 39 stations across 12 states, comprising 62% of the country's FM population.

Radio City reaches out to over 69 million listeners in 34 cities. The network provides terrestrial programming along with 17 other web-stations, through its digital interface, [www.radiocity.in](http://www.radiocity.in)

## Challenges

- Scaling up infrastructure in a cost effective manner
- Ensuring availability and performance
- Limited skilled manpower

## Solution

- Partner with a strategic cloud computing partner to bring in efficiencies of scale
- Cloud Partner will also help the firm scale, optimize and manage its technology environment in real-time

## Benefits

- Take advantage of the latest technologies at a much lower cost
- Ability to scale, optimize and manage its technology environment in real-time
- Day-to-Day maintenance activities and other activities such as server updates and operating system patches taken care by NTT Global Data Centers and Cloud Infrastructure, India (erstwhile NTT-Netmagic).

## Challenges

Belonging to a highly competitive industry, Radio City was looking at moving to a leaner and scalable infrastructure model. Traditionally, the company relied on its own in-house technology infrastructure for servicing its needs. As the company started expanding, it started facing difficulties in scaling up infrastructure cost effectively. Being part of a fast paced industry, there were heavy demands on technology and availability. The company faced significant challenges in terms of managing the IT infrastructure with a limited IT team.

'The performance, availability and scalability of the infrastructure today is significantly better. Thanks to NTT Global Data Centers and Cloud Infrastructure, India (erstwhile NTT-Netmagic), we are able to take advantage of the latest technologies at a much lower cost, with an option of scaling as per our needs.'

**Alok Barua,**  
CTO, Radio City

"In a highly competitive market, the in-house self-managed IT infrastructure model faced a tremendous challenge in scaling up quickly and cost effectively. We also had challenges with respect to skilled manpower, and realized that our costs of managing our IT infrastructure was on a higher side," states Alok Barua, CTO, Radio City.

## Solution

In a digital age, Radio City quickly realized that the traditional approach of building capacity for future expansion was unsustainable in the long run, as the IT infrastructure could either not handle and scale to periods of huge demand or remained unutilized in periods of less usage. This was also cost prohibitive as it required heavy capital expenditure, and was not justifiable. To mitigate these issues, the company wanted to shift to a cloud-based model as it gave it the capability to shift to a usage-based operating expenditure model.

Radio City wanted to partner with a strategic cloud services partner, who had the understanding and the required technical expertise and experience. The company zeroed in on NTT Global Data Centers and Cloud Infrastructure, India (erstwhile NTT-Netmagic) due to its unmatched service excellence that was available at an extremely competitive price. "For us the choice was clear. NTT Global Data Centers and Cloud Infrastructure, India (erstwhile NTT-Netmagic) was one of the most reputed brands in the market, and had an extremely skilled technology support team. The icing on the cake was the pricing, which helped us to quickly decide on NTT Global Data Centers and Cloud Infrastructure, India (erstwhile NTT-Netmagic) as our strategic cloud partner," states Alok Barua.

Radio City chose NTT Global Data Centers and Cloud Infrastructure, India's (erstwhile NTT-Netmagic) SimpliCloud for powering its cloud initiatives. SimpliCloud is an Enterprise Grade IaaS platform that comes with an extensive set of managed services that not only simplifies transition to the cloud, but also helps organizations scale, optimize and manage their technology environment in real-time.

## Benefits

By partnering with NTT Global Data Centers and Cloud Infrastructure, India (erstwhile NTT-Netmagic), today, the infrastructure can scale automatically to match the peaks caused by end user demands. The move to the cloud has also helped the firm support continuous growth initiatives without significant cost escalations.

NTT Global Data Centers and Cloud Infrastructure, India's (erstwhile NTT-Netmagic) services included handling all infrastructure needs of Radio City, including server updates, operating system patches and day-to-day maintenance activities. Today, thanks to NTT Global Data Centers and Cloud Infrastructure, India's (erstwhile NTT-Netmagic) SimpliCloud, Radio City has an cost effective IT infrastructure with easy provisioning and massive scalability. Using the end-to-end self-management portal, Radio City has the ability to ramp-up, scale down or modify its cloud server, storage and network resources, anytime, anywhere and anyway it wishes without any constraints. Radio City also gains from having

a world class server storage and network infrastructure that is monitored on a 24/7 basis.

