BBC
MEDIA ACTION
TRANSFORMING LIVES THROUGH MEDIA
AROUND THE WORLD

"Fujitsu's support and wealth of experience allows us to concentrate on creating a repeatable Office 365 roll out model. We can now communicate globally across multiple time-zones with a solid IT infrastructure."

Jayson Style
Project Manager
BBC Media Action

Fujitsu partnered with BBC Media Action to help support the design and implementation of a global IT function for 17 global offices which means data can be shared easily.

At a glance

Country: United Kingdom
Industry: Charity
Founded: 1999
Employees: 834
Website: www.bbcmediaaction.org

Challenge

Diverse and mostly unsupported IT systems in remote offices made communication problematic for BBC Media Action. It wanted to find a reliable, standardised platform that could easily be deployed in 17 countries.

Solution

BBC Media Action used its existing relationship with corporate partner Fujitsu to support the development of a global IT infrastructure. This improved collaboration between local offices, enabled the sharing of resources while also supporting the upskilling of local staff.

Benefit

■ BBC Media Action can now communicate globally across multiple time-zones using a seamless IT infrastructure designed by BBC Media Action, with support and guidance from Fujitsu

■ Diverse offices across 17 countries will be able to collaborate in real-time, increasing efficiencies for the vital work undertaken by the charity in Africa, Asia and Middle Eastern Europe

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Customer

Founded in 1999, BBC Media Action is the BBC's international development charity, funded independently by external grants and voluntary contributions. It aims to use media communication to reduce poverty, improve health and support people in partnership with the BBC World Service and other local development partners in over 35 developing and transitional countries.

Products and services

■ FUJITSU Service and Project Management

Challenge

BBC Media Action aims to transform lives through media using it to inform, connect and empower for lasting change. The organisation uses radio, TV and social media in Africa, Asia and the Middle East, reaching over 200 million people with programmes about health, governance and how to prepare for and respond to humanitarian emergencies.

However, the offices of the charity are often located in unstable countries where technical support is limited. Previously, BBC Media Action used different IT systems in each of its local offices meaning communicating between teams was problematic.

"Every country HQ has its own systems and, in some cases, zero infrastructure. That makes communicating from London and collaborating difficult," explains Jayson Style, Project Manager, BBC Media Action. "We used to have to use instant messenger chat with our 49 colleagues in Myanmar, for example, because it was the only reliable channel. We therefore wanted to introduce a global standard for communications that could be quickly and cost-effectively deployed."

Fujitsu has been a corporate partner of BBC Media Action since 2015 so leveraging its skills and knowledge to make the charity's technology operate more efficiently was a natural next step. Together, Fujitsu and BBC Media Action worked to create a standardised office environment that could be rolled out quickly with minimal manual intervention.

"The idea emerged out of discussions we had with Fujitsu, when it became clear that we needed to standardise and streamline our IT systems," adds Style. "Fujitsu identified the issues and then followed up support for the solution with the service wrap-around and programme management support."

Solution

Fujitsu partnered with BBC Media Action to support the design of a global IT function which improves collaboration between local offices and enables resources to be shared. This involves the introduction of a standard office environment while also supporting the upskilling of local staff.

"Fujitsu worked out how to roll out the new services in a controlled manner and provides project management support," continues Style. "In addition, it added service desk and change management capability to give a holistic view of all processes."

BBC Media Action is now standardising on Microsoft Windows 10, System Centre Configuration Manager, SharePoint and Office 365 in 17 countries worldwide, using the Microsoft Azure platform to underpin the technology.

In-country champions act as catalysts for the transformation and migration to these new platforms. Initial plans to configure the equipment in the UK prior to shipment proved problematic due to shipping constraints.

"Originally, we wanted to image the server hardware in the UK but shipping and duty costs were prohibitive so we now purchase the kit locally and build remotely over the internet," says Style. "Fujitsu has been very hands on from the outset in terms of the programme management, ensuring we achieved all necessary internal information security approvals, as well as providing an audit of the design, to ensuring it works, even in the most remote regions."

Benefit

With Fujitsu's assistance, improved communication between BBC Media Action offices means insights can be shared more readily, improving and amplifying the organisation's work. The assigned Fujitsu project manager also enables the internal IT team to focus on the build tasks and roll out.

"We are a small team and 'business as usual' can be a heavy drain so having the support of Fujitsu and drawing on its wealth of experience helps us concentrate on creating a repeatable roll out model," remarks Mike Tierney, Head of Information Systems and Change, BBC Media Action. "The principal is that we can now communicate globally across multiple time-zones with a solid IT infrastructure on which we can build."

This collaborative capability is enabling BBC Media Action to become much more effective by drawing the organisation closer together: "We had nothing to start with; now the in-built efficiency significantly helps move us along. We have a diverse global community feeling like they are just next door when you pick up the phone or set up a video conference," says Style.

"Our partnership with Fujitsu has been exemplary and as the BBC's international development charity, not funded by the licence fee, we very much welcome its generous pro bono support," concludes David Goldesgeyme, Head of Corporate Partnerships, BBC Media Action. "Fujitsu has gone to great lengths to understand our organisation and tailor the solution to our needs; its expertise and commitment has been invaluable and we look forward to rolling out the project to all 17 of our non-UK offices over the next 12 months."

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