

# Case Study

## Surya Citra Televisi (SCTV)

»Fujitsu provides us with a flexible and cost-effective solution to scale up our infrastructure to further accommodate our present and future business in the media industry.«

Ravinder Mawa, Chief Information Officer, Surya Citra Televisi (SCTV)



### The customer

Surya Citra Televisi (SCTV) is the leading media company in Indonesia. Founded in 1990, SCTV has achieved many accolades such as Asian Television Awards, Far Eastern Economic Review as Top 200 Leading Company in Asia Pacific, and Panasonic Awards. SCTV broadcasts in 240 cities and reaches over 175 million audiences nationwide. It is the first media company in Indonesia to fully adopt a digital platform to broadcast its content since 2008, the same year SCTV started its partnership with Fujitsu. In 2014, SCTV managed to achieve the top audience share in Indonesia.

### The challenge

As one of the leading media companies in Indonesia, SCTV has thousands of hours of media content. SCTV's library is continually growing as more content is produced on a daily basis. Production staff needed to pick up magnetic tape storage at library for content preview and editing on a regular basis. The inefficient content retrieval process was time consuming and its storage system was also space consuming, impractical, and cost inefficient since magnetic tape storage is obsolete. Hard disk-based efficient storage solution was required.

There are emerging digital trends of content consumption. Most of SCTV broadcast audiences are starting to consume content through their mobile devices so SCTV plans to deliver content through media channels in the future. To maximize content distribution, SCTV decided to digitize all the content to be able to broadcast through a digital platform.

The new storage solution requires high efficiency to large volume of media content, cost efficiency, high capacity and high performance.

### The solution

To meet SCTV's present and future storage solution requirements, Fujitsu provided SCTV with highly scalable and high capacity Fujitsu Storage ETERNUS DX500 S3 and ETERNUS DX200 S3. Both models feature enterprise-class functionality to fit the industry standard. Three sets of Fujitsu storage is currently being used as backbones in SCTV and Indosiar libraries.

### The customer

Country: Indonesia  
Industry: Media  
Founded: 1990  
Employees: 1,300  
Website: [www.sctv.co.id/](http://www.sctv.co.id/)



### The challenge

Surya Citra Televisi (SCTV) is one of the earliest media companies to focus on delivering digital content. SCTV started digitizing content several years ago and has converted more than a thousand hours of digital video playback since. Its continually growing library generates the need for high capacity and scalable storage. As every department needs to access content daily, they needed to minimize working hours in order to share the network.

### The solution

Fujitsu provided a high capacity storage solution for digital content management. Digital content is stored in Fujitsu storage to be broadcast through digital media channels.

### The benefit

- High capacity storage
- Minimum cost per terabyte will eventually generate minimum total cost of ownership
- Better form factor with minimum space consumption
- Better redundancy options, e.g. power supply and network
- Single management system that enables IT team to monitor three storage systems in two locations simultaneously

### The benefit

Fujitsu storage has the sufficient high storage capacity for SCTV. More than a thousand hours of media content has been digitized and there is more to come. The content digitization went well without any major issues, and converting from analog-based to file-based archives went swiftly within the time frame.

SCTV managed to cut operational costs dramatically with Fujitsu storage compared to the previous storage system. Cutting down on the cost of magnetic tape purchase and video tape recorder (VTR) maintenance has significantly minimized operational costs. Fujitsu storage has better overall operational cost efficiency in terms of cost per terabyte in a five year total cost of ownership (TCO) than the previous system.

"Fujitsu provides us with the flexible and cost-effective solution to scale up infrastructure to further accommodate our present and future business," states Mr. Ravinder Mawa, Chief Information Officer, Surya Citra Televisi (SCTV).

Working environment efficiency has increased significantly with digital content. Digital content is easier to preview and edit so that content can be produced and distributed faster through digital media channels. Digital content also enables SCTV to be ready for future business, i.e. over-the-top (OTT) service provider.

SCTV managed to save space with Fujitsu storage, the previous analog-based storage system required considerable space in the library. Enriched with advanced high-end features and state of the art technology to meet the demands for simplicity, efficiency and cost-performance, the Fujitsu storage system is designed to minimize space consumption, especially in data centers.

Fujitsu storage provides industry leading unified architecture that features the best component options in the market. Fujitsu storage's unified connectivity supports a wide range and various combinations of networks, while the unified architecture provides flexible combinations of disks.

### Products and services

- FUJITSU Storage ETERNUS DX500 S3
- FUJITSU Storage ETERNUS DX200 S3

Fujitsu's storage management system offers single management system for monitoring. The software enables monitoring of physical and logical storage systems located at multiple remote locations from the main data center. The Fujitsu support team also ensures the high availability of the three storage systems in two different locations.

### Conclusion

SCTV has upheld a long-term partnership with Fujitsu since 2008. Fujitsu storage has proven to be the best storage solution to fit SCTV's business needs and the implementation of Fujitsu storage went well without any issue.

Fujitsu storage has proven to be the most cost-effective storage solution for SCTV and its media group. SCTV managed to minimize its operational costs significantly with Fujitsu storage.

With a wide product lineup, SCTV was presented with many options to choose from. Both Fujitsu Storage ETERNUS models are scalable to fit SCTV's business specific needs.

SCTV is expressing a high-level of satisfaction with its partnership with Fujitsu, which SCTV has not seen with any other service provider. SCTV's IT team collaborates with Fujitsu's technical team regularly to improve service quality, e.g. resolution time and space reallocation for data center. SCTV also particularly acknowledges great support given by Fujitsu's support team. Fujitsu has been providing the most accommodative service for SCTV throughout the years of partnership.

With Fujitsu Storage as the backbone, SCTV is now ready for any challenges ahead. SCTV is looking forward to more future projects, especially since the media industry is still growing in Indonesia and the big media explosion is just around the corner.

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