

CASE STUDY: CLEAR CHANNEL INTERNATIONAL



As part of the Clear Channel International technology roadmap, it was identified that the need to upgrade redundancy capability and enable fast cloud access for cloud bursting was paramount. They recognised that access to a state-of-the-art data centre was vital for the growth of their business, and approached Digital Realty to partner them.

Clear Channel International Company Profile



- One of the world's largest out-of-home (OOH) advertising companies
- Half a million traditional and digital advertising sites in 22 countries throughout Europe, Asia and Latin America
- Early adopter of technology with circa 15,000 digital screens in major cities and towns across Europe, Asia and Latin America
- Renowned for media and ideas that enlighten, entertain, charm, challenge and influence
- Clear Channel International is part of Clear Channel Outdoor. Together they have 5,000+ employees and reach an audience of over half a billion people every month



“ On time, on plan. What more could we require? The staff were great, especially regarding the preparation for the work, their attitude was to deliver what we needed not just what we stated when we first went to market. We moved from what was a tired legacy service to a cost-effective modern facility which allows us to continue to deliver robust and resilient on-premise legacy solutions but also deliver our cloud-first strategy. ”

Jon Watkins, Director of Live Services, Clear Channel International.



“ Clear Channel International form part of our interconnected community at Digital Realty and we're delighted to be supporting their global ambitions. They are ahead of the game when it comes to digital transformation and benefitting from colocation, cloud and interconnectivity and we look forward to partnering them on their journey. ”

Val Walsh, Senior Vice President: Portfolio Management EMEA, Digital Realty

OVERVIEW

Clear Channel International offers a wide range of OOH advertising services to world-renowned brands across the globe. As digital advertising becomes more popular and the need for standard printing services for billboards diminishes, the growth in clever illumination, high-density printing, digital screens and mobile devices has positioned Clear Channel International as pioneers.

Clear Channel International has evolved their business by adapting their services to the changing market expectations, and by repeatedly presenting creative ideas to their customers that exploit the capabilities of technology in the OOH space. With 21st century digital screens presented in some of the most prestigious locations (for example Piccadilly Circus in London, La Défense in Paris and I-CONIC in Brussels), organisations are looking for ever more creative ways to form long-lasting connections with their market.

Historically, the effectiveness of OOH advertising was considered almost impossible to measure. However, with the arrival of pay per click (PPC) advertising (for example Google AdWords) and tools to analyse the effectiveness of a website, marketing expectations have changed. It has become pivotal to measure the success of any OOH advertising campaign in order to test content and refine campaigns.

Clear Channel International recognised this shift early on and identified as early as 2005 the benefits of using data centre services to support their changing customer needs.



BUSINESS CHALLENGE



Clear Channel International is a business embracing technology by providing new services and investing in new advertising sites around the world to help their customers reach new markets. In order to facilitate this growth, it was necessary to ensure that their systems had the capability to transfer large amounts of data with little or no delay.

In 2017, as part of the Clear Channel International technology roadmap, it was identified that the need to upgrade redundancy capability and enable fast cloud access for cloud bursting was paramount. They recognised that access to a state-of-the-art data centre was vital for the growth of their business.

Clear Channel International went through a rigorous programme to identify a data centre provider to suit their needs. They identified 6 core requirements:

- 99.999% uptime
- Interconnections to support their IT strategy
- 24/7 on-site security offering state-of-the-art facilities
- Availability of solutions for growth within the data centre
- A partner to facilitate global growth
- Competitive contract terms

BUSINESS SOLUTION



Clear Channel International conducted a full review of the availability of data centres and selected Digital Realty's West Drayton site, located near to London Heathrow Airport, for the following reasons:

- Ideally positioned as a West London data centre hub - ease of access by Tube, airport, road with on-site customer parking
- 19 connectivity providers on site
- Colocation space approximately 4000 m²
- An interconnected community of 25 network providers and internet exchanges within the building
- Flexibility to utilise Digital Realty's London Docklands and London City data centres for further connectivity or resilience
- N+1 UPS redundancy
- N+1 Standby power redundancy
- Cooling configuration Independent units coupled with glycol circuits and dry air coolers

RESULTS

With the successful move into the West Drayton data centre, Clear Channel International has taken advantage of the interconnected community of connectivity partners and network providers. For example, the interconnections with Vodafone facilitate their multiprotocol label switching (MPLS) across Europe.

In addition, access to further carrier-neutral services facilitates interconnection across their global offices and data centres, resulting in improved up-time and network scalability.

ABOUT DIGITAL REALTY



Data Centres

From move-in-ready to custom-built, we can quickly craft a solution for your objectives.



Interconnection

Solutions to connect to the cloud, your customers and your partners.



Colocation

Top-notch facilities and operational expertise to maintain your computer infrastructure.

Digital Realty supports the data centre and colocation strategies of firms across its secure, network-rich portfolio of data centres located throughout North America, Europe, Asia, Australia and South America. Digital Realty is uniquely positioned to deliver interconnectivity with a complete range of solutions on a global scale. Our customers trust the Digital Realty team to combine unparalleled collaboration, network-dense interconnection and real estate acumen to realise the unique power of community – from one rack to hyperscale – across the globe.

For more information, go to

www.digitalrealty.co.uk

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