

## TrueSTORY

### SBS: Always on with Elfiq

#### SBS Belgium on a zero downtime mission

SBS Belgium is the Belgian multimedia company behind the commercial television channels VIER, VIJF and ZES. The company delivers content to third parties, but also sends programs directly on antenna and updates the digital EPG (Electronic Program Guide) every 15 minutes. Each channel has

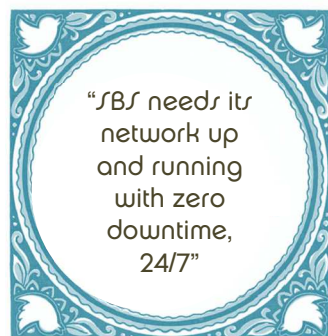


its own digital platform with video clips, previews and the option to re-watch full episodes. Visitors can participate in contests and consult articles or blog posts.

To ensure optimal engagement with the fans of the TV programs and shows, the content on these digital platforms should be kept up to date in a rapidly changing media landscape.

The correct and timely delivery of content for all platforms must be seamless to ensure a smooth service and to avoid possible legal consequences. "SBS needs its network up and running with zero downtime. 24/7.", explains Jimmy Bellefroid (IT manager SBS)

#### Once upon a time



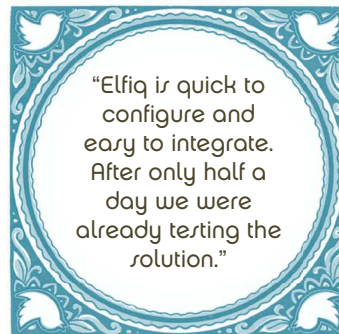
In order to meet these needs, SBS opted for a redundant network, in which link balancers play an important role. "Unfortunately, our previous technology was unable to handle our current needs. While working on a new DR plan, failover testing showed that we frequently lost our connection. We often didn't get reports on internet interruptions or the status of our internet bandwidth, making it extremely difficult to manage this solution.", Bellefroid admits.

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This issue was raised during a meeting with TrueGEN, IT security partner of SBS. "They presented us the Elfiq solution. After the demo and hearing client references, we were convinced. The product answered the needs of our company and fit perfectly within the proposed budget.

It was a new product for SBS, but we knew we could rely on the expertise of our trusted partner. TrueGEN has always delivered good support and has shown several times in the past we can count on them at critical moments. As such we knew we were in good hands for this project.", the IT manager says.

#### Knighthood in bandwidth armour



To further assure the network's redundancy, SBS wanted to implement a stretched cluster. A deployment model in which two or more virtualization host servers are part of the same logical cluster but are located in separate geographical locations. "This meant for many competitive solutions that a third appliance needed to be bought, making their solution and support much more expensive than Elfiq and with less capabilities of granularity.", Mr Bellefroid reveals.

Luckily this set-up didn't entail a long and complicated implementation. "One of my favorite parts of this project was the fact that Elfiq is quick to configure and easy to integrate in the network. After only half a day with a TrueGEN consultant, we were already testing the solutions and adding internet lines to see Elfiq at work.", Bellefroid states.

Not only assures Elfiq seamless failover between ISP's when connectivity issues occur, it also provides clear visibility into the bandwidth usage. For SBS it was necessary to monitor this usage as several ISP's guarantee costly bandwidths. "Even more, because

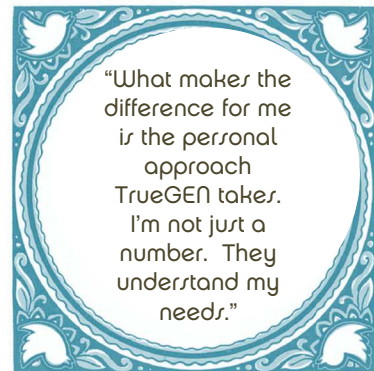
of this visibility, we were able to optimize the usage of our internet lines, making an expensive business line unnecessary so we were able to stop that contract.”, adds an enthusiastic Bellefroid.



Contributing to this are of course the TrueGEN product trainings after each onsite implementation. “We want our customers to feel confident using a new technology. Through a product training we are handing them the tools to handle all day-to-day activities.”, explains Sofie Prosperi (Sales Manager, TrueGEN)

Bellefroid adds: “After the Elfiq installation, TrueGEN organised a training. As a result we now do our own QoS modifications even though the menu is quite extensive. Whether it’s a sales quote, a technical implementation, an administrative issue or product training, whatever is agreed upon with TrueGEN is delivered. What makes the difference for me is the personal approach TrueGEN takes.

You are never a number or just someone from SBS. They know you, understand your needs and will do whatever they can to come to a solution.”



### Hing of the castle

After merging with production company Woestijnvis in 2015, SBS had to physically move all hardware to the new office location.



“We couldn’t have done it without Elfiq. We simply failed over to the 2<sup>nd</sup> location, moved our switches and Elfiqs into the new building,

plugged everything in again and all was up and running in no time. It really was that easy. No down time, no unexpected issues. We could simply focus on what was important: moving our business.”, declares the IT manager.

### Happily ever after

“TrueGEN”, Bellefroid concludes, “analyzed our needs correctly and was able to pinpoint the exact technology we required. The Elfiq technology has earned its credits and we look confidently into an uninterrupted future.”

### Cavalry



Elfiq profiles itself as a very stable product, needing very little intervention. Something Bellefroid can only confirm: “We’ve had these devices for 4 years in

our network, but apart from 1 scheduled upgrade, we’ve had no need for other interventions. Although we can always count on TrueGEN’s helpdesk to resolve a case within the agreed SLA, we hardly ever have to open a ticket.”

### About Elfiq

Elfiq Networks enhances network performance and business continuity through innovative link balancing and bandwidth management technologies. Using Elfiq Networks Link Balancers, companies can leverage simultaneous ISPs, mix public and private links for added flexibility, seamless failover, increased throughput and smarter WAN path selection.