



COGECO MEDIA



Location

Canada

Industry

Media/Entertainment

Website

www.cogecomedia.com

Solution

Hosting Solutions

Cloud Services

Managed Services

Managed Security

COMPANY OVERVIEW

Cogeco Media, a subsidiary of Cogeco Inc., is one of the largest radio networks in the Province of Quebec. The company owns and operates 13 radio stations across the province delivering varied and complementary programming to a wide range of audiences, including **The Beat 92.5**, Montréal's #1 radio station.

As leaders in their respective markets, Cogeco Media's radio stations reach more than five million listeners each week. Cogeco also operates Cogeco News, the largest independent radio news service in Quebec, and Cogeco Force Radio which offers access to a powerful network of radio stations that are among the best, the most complementary and the most diversified in the province.



BUSINESS CHALLENGE

Listeners expect an always on, always available web-based radio experience

Like most media companies, Cogeco Media now operates in a mixed-media environment. It must provide content to its listeners in real time through a variety of listening devices, from traditional on-air radio channels to apps, to the web. Listeners also expect an always on, always available experience from the company's 13 broadcasting stations, who are on the air continuously, 24 hours a day, seven days a week, 365 days of the year. In particular, for the web, this high level of availability necessitates a rock-solid technology infrastructure.

"We have a very complex website, which hosts audio content for each of our media properties," explains Nicolas Perreault, Director of Digital Operations, Cogeco Media. "We produce a lot of material that is uploaded to the site and our listeners have high expectations for their radio experience. Our site attracts 1.5 million unique visitors generating 8-10 million page views a month. People want their music and news delivered live with no interruptions."

In the past, Cogeco Media's website was an on-premise solution. However, it was difficult to manage and maintain and it did not offer 24-hour monitoring. With the number of stations in the company's portfolio growing and the online listening experience becoming more popular, Perreault and his team decided to modernize their solution with a move to the cloud. "We were reliant on one staff member to manage all website changes, which presented a bottleneck for the business," says Perreault. "We also struggled with weekly outages, which was unacceptable."

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CLOUD SERVICES

Experience the freedom to choose your business cloud. Easily deploy custom computing environments for application development and data delivery. Usage and capacity-based pricing, complemented by our advisory technical architecture consulting and post-deployment support.



HOSTING SOLUTIONS

As fast as you want it to be. As reliable as you need it to be. A broad spectrum of managed services for servers, storage, databases, commerce and business applications. Backed by Aptum's 24/7 expert support.





THE SOLUTION

A more reliable, usable and secure website, hosted in the cloud

To expedite its cloud migration, Cogeco Media’s digital team engaged Aptum and its partner, cloud consulting company, **CloudOps** to provide the necessary technology infrastructure and day-to-day cloud management expertise. The final solution allowed Cogeco Media to not only recreate its website in the cloud, but also vastly improve its reliability, security and usability.

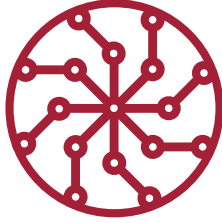
“As a prominent media company, we are subject to denial of service (DDoS) threats. With our on-premise site, we had security measures in place but the staff member responsible for managing the site was not a security expert. With Aptum we were able to put in place the right DDoS protection layers and it’s been going super well. We also know if we ever find ourselves in a situation beyond our capabilities, help is at hand via the Aptum-800 support line.”

Perreault also explains that while performance of the site is key for the company’s millions of listeners, it also impacts the company’s non-technical content providers, who interact with the website’s back end, uploading audio files daily. “We have a lot of users. The website’s content management system is their main tool to create content and upload different audio files. So, it needs to be simple and intuitive and available to them as well.”

Finally, the strong relationship with Aptum partner CloudOps also means Cogeco Media’s infrastructure issues – if they do arise – can be quickly resolved. Perreault and his team can also rest easy in the knowledge that the technology running their website is state-of-the-art and always current. “We never have to worry about our infrastructure,” he says.

MANAGED SERVICES

Let us keep your critical systems running at peak performance. An extensive suite of services for storage, network IT, virtual servers, applications, databases, and other foundational hardware and software.



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– Nicolas Perreault, Director of Digital Operations, Cogeco Media

MANAGED SECURITY

Cybercrime operates 24/7, which means your efforts to protect data and mitigate risk need to do the same. Avoid the costs of a breach and create a more manageable path to security with Aptum with Log Management and Threat Management, Antivirus, Managed Firewalls, to DDoS Protection and more.



BUSINESS BENEFITS

99.99 percent uptime and a proactive cloud management team

Since the new Cogeco Media website was launched in September 2017 Cogeco Media’s experience with its infrastructure and its support team has been very smooth – virtually flawless. “Since we’ve been up and running we are almost never down achieving 99.99 percent reliability,” says Nicolas Perreault. “In fact, in the last eight to nine months we’ve had no downtime at all. If we do experience any problems, they are fixed very rapidly. In fact, the CloudOps team is so proactive, they call me to inform me of issues, versus the other way around. Aptum and CloudOps have formed a terrific partnership and have been great partners for us. I would for sure turn to them again for my next IT project.”

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