



## NetServices provide GymScreen Media with a cost-effective Content Delivery Network

GymScreen Media provide unique audio visual communications systems to the leisure industry - primarily gyms and sports facilities. Customers include JJB Sports, David Lloyd and Holmes Place. Their products are based around a music video TV channel that can be used to educate, inform and entertain gym members.

Music can be specified by the gym and scheduled to vary according to the time of day.

Other content related advertising, fitness lifestyle features, educational or promotional items can also be edited in as required, a service provided by GymScreen Media from their own studios in Stockport.

### Challenges

Content (additional to the music) provided on the TV channel can be based around promotions for the facility, on areas such as personal training or social events and is therefore a valuable communications tool for the gyms. It also provides an extra revenue generator for the gym as third party advertising can also be carried on the channel.

In order to keep the information and advertising current the TV content needs to be constantly updated. Traditionally this has been done by providing a regular update disk to each facility. However this approach was outdated as well as both logistically difficult for GymScreen Media and inefficient for their customers. Streaming of content into each facility was an option but would have been demanding on bandwidth which would have driven up costs. When they approached NetServices GymScreen Media was using a public internet VPN to deliver content which was insecure and unreliable.

### CHALLENGES

- Providing regular content updates to sites efficiently
- Adding new sites on a regular basis implied a constantly changing network

### SOLUTION

- DSL based private network connecting all sites provided a cost-effective and secure network over which content could be updated

### RESULTS

- Self-service provisioning therefore new sites can be added with minimal hassle
- Broadband (DSL) based network ensures short lead time as well as a cost-effective networking solution

"We needed a cost-effective means of providing updated content to each of our gym customers. 'Traditional' access technologies would have made the cost of the network prohibitive given the nature of the product we deliver.

NetServices broadband based solution is cost-effective and being a private network is also secure so provides us with the ideal service for our needs."

Kieran Ginty, GymScreen Media.

## Solution

NetServices recommended a Private DSL Network for GymScreen Media. The broadband based network enables content to be delivered from the customer server, based at NetServices hosting centre, to a media box held at each customer site. Content is stored on the media boxes at the customer sites and played on a loop until it is updated via the DSL network.

As GymScreen Media are constantly adding new customers they needed to be able to add to their network and wanted an easy way in which to specify and order each new circuit. NetServices Client Control Panel (CCP) provided the answer. The CCP was designed for NetServices reseller community but due to the volume of circuits was also ideal for GymScreen Media - the WAN now extends to 160 sites. On the CCP they can order and configure the routers and DSL required providing a single point of order, tracking and controlling their entire ever changing private network.

## Benefits

As a private network based on the NetServices core infrastructure, the solution terminates in the NetServices hosting centre and uses the MPLS core network, this immediately provides GymScreen Media with the security and reliability absent from their previous solution. Using DSL as the access technology provides GymScreen Media with a highly cost-effective means of delivery of content and confirms broadband as an effective business tool in the right circumstances.

One of the key factors for GymScreen Media however was the 'self-service' nature of adding the network using the NetServices CCP. Being able to easily add a new site in an automated fashion is highly effective for GymScreen Media it enables them to effortlessly scale the solution and add new sites into the network as their customer base expands.



"Due to the nature of our business we need to be able to add additional sites as and when we sign up new customers to our service - NetServices CCP enabled us to do this easily."

*Kieran Ginty, GymScreen Media.*

"NetServices expertise in broadband provisioning meant we could easily adapt our wholesale broadband proposition to suit the needs of an individual business.

With 160 sites and an ever changing network to consider, flexibility and scalability was a key consideration in offering this as our recommended solution."

*James Mackay, NetServices.*