



CDW and Cisco Streamline IT Operations with Full-Stack Solutions

The entertainment industry never sleeps and businesses must deliver seamless modern experiences to remain competitive. Running smooth operations and creating premium customer experiences rely on IT systems being connected and easy to manage.

A leading entertainment company was facing mounting challenges caused by a fragmented IT setup. To remain competitive and keep operations running efficiently, it needed a scalable and integrated solution that could reduce the complexity and enhance the performance of its IT systems. CDW partnered with Cisco to develop and implement a tailored full-stack solution to set the company up for long-term success.

BUSINESS CHALLENGE: Overwhelming Complexity and Rising Costs

- The company's IT department was under significant pressure as it was managing a wide range of technologies. Routine tasks such as system updates, applying patches and troubleshooting consumed significant time and resources, leaving little room for innovation. This inefficiency placed a heavy burden on the IT team, giving them less time to focus on strategic initiatives.
- A lack of integration and interoperability across systems further complicated operations. The systems in place were not designed to work together and data was manually transferred, increasing the risk of errors and inconsistencies.
- As operational complexities grew, so did the cost of maintenance. Managing multiple vendors, licences and contracts significantly increased the company's expenses. Without a unified system, the entertainment company was unable to run efficiently, affecting its bottom line.
- Scaling the existing technology infrastructure also proved challenging. As the company expanded, the IT infrastructure failed to meet new demands, limiting the company's ability to adapt to evolving market changes and customer needs.

TRANSFORMATION: Creating a Unified, Scalable Solution



CDW invited the entertainment company to Cisco Live, Cisco's premiere conference on emerging technologies in cybersecurity, cloud solutions and collaboration, to meet face-to-face with Cisco's product teams and engineers from across the country. This showcased the strength of the CDW and Cisco partnership and solidified the company's decision to move forward with a Cisco Meraki full-stack solution.

Starting with IT simplicity and scalability, CDW experts deployed Cisco Meraki's cloud-managed platform. The unified platform enabled the IT team to manage the entire network through a single, easy-to-use dashboard. This significantly reduced the time spent managing a fragmented network, allowing the IT team to focus on more strategic initiatives rather than routine maintenance.

The unified platform provided a consolidated view of the newly integrated high-performance Cisco Meraki network infrastructure. The Cisco Meraki network delivers reliable, fast connectivity, reducing downtime to improve the overall customer experience. Its ease of management not only freed up time for more strategic initiatives but also resulted in significant cost savings through streamlined operations.

"The strength of our partnership with Cisco enabled us to offer a solution that not only simplified the company's operations but gave them the performance and scalability needed to future-proof the business," said Puneet Duggal, Cisco Practice Lead & Principal Solutions Architect at CDW. "With the Cisco Meraki cloud-managed platform, the company gained reliable performance along with the ability to innovate and deliver world-class entertainment to their customers."

Cisco's ThousandEyes and AppDynamics also provided full-stack observability, enabling the IT team to proactively monitor and resolve performance issues. Both platforms exchange real-time data, providing insight into the digital supply chain and reducing the time and effort needed to gain full-stack visibility. This provided a comprehensive end-to-end view of the entire network, enabling them to spot and resolve bottlenecks quickly.

"It's amazing what an accessible and detailed view of your IT network can reveal," said Andrew Faric, National Partner Account Manager at Cisco. "With ThousandEyes and AppDynamics, we were able to empower the company with critical insights about network and application performance, ensuring proactive issue resolution and a seamless user experience."

RESULTS: Streamlining Operations and Cost Savings

- **Unified Network Management:** Cisco Meraki's cloud-based platform allowed the IT team to oversee and manage the entire network from a single dashboard. This streamlined day-to-day operations, reduced time spent on troubleshooting and minimized the need for specialized IT skills.
- **Proactive Issue Resolution:** Cisco Meraki's high-performance network infrastructure provided reliable connectivity and enabled proactive identification and resolution of network and application issues, significantly reducing downtime.
- **Comprehensive Visibility:** Cisco ThousandEyes delivered end-to-end visibility across the entire network, combined with AppDynamics, which offered real-time insights into application performance. This synergy empowered the IT team to optimize network paths and improve application uptime, enhancing the user experience.
- **Cost and Resource Optimization:** The simplified management and proactive monitoring via Cisco solutions enabled substantial IT operational savings, allowing the company to focus on strategic initiatives and scale efficiently.

CDW's strong relationship with the entertainment company combined with Cisco's full-stack solution provided the perfect combination to solve the company's IT challenges. By unifying its infrastructure and simplifying operations, the company is now better equipped to scale, adapt to market changes and deliver world-class entertainment experiences to its customers.

The integration of Cisco's Meraki solution successfully modernized the venue's operations, enhanced security and positioned the organization for long-term success in an increasingly digital and immersive world of events and entertainment.

Visit us [here](#) to learn more about our Hybrid Infrastructure offerings.

