

Media Cloud Case Study

Datacentrix and Lenovo

Transforming and Simplifying IT Operations

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Media Cloud, Lenovo and Datacentrix

A Story of IT Transformation

- How adopting a Hyper Converged Infrastructure has simplified operations and taken Media Cloud as a service provider to a different level
- A 180 degree in changing from deploying legacy 3 tier architecture and embracing the simplification of IT deployment freeing up resources to focus on core business and delivering better services to their customers

The Lenovo logo is a red rectangular box with the word "Lenovo" in white, sans-serif font. A small "TM" trademark symbol is located at the bottom right of the word.

Lenovo™



Understanding Media Cloud's Business

- MediaCloud is a niche market internet, telecommunication and cloud services provider that was established to meet the demanding needs of the Film, Television & Media industries



Key Business Benefits of Deploying Lenovo HX

- Oversold Capacity before deploying solution
- Easily Scalable Solution
- Incremental purchasing pattern allowing customer to grow at financial increments that make sense for the business