

TFO Partners With Softchoice

softchoice
CASE STUDY

Business Challenges

The Groupe Média TFO (TFO) strives to be a public catalyst of rich educational and cultural experiences in French, whose ambition is to offer promising solutions for the Francophonie. They develop, curate and produce video and digital content experiences for audiences looking for educational and cultural innovation in the French language. TFO's public facing websites represent over 200 web properties supporting every TV show and online presence.

The client was seeking to refresh a collocation facility associated with their web presence that was currently not meeting their business needs.

As an accountable public service organization, the demands on their web presence were vast and demanded control over rising cost while still delivering exceptional multi-media services to their audience in a highly flexible way. IT Manager, Gilles Lebon, from TFO navigated his company through explosive growth and major business changes including optimizing and expanding their distribution on all platforms along with his nimble team of 5 people focused on expertise in core domains. Their mission critical web infrastructure was hosted within a collocation facility yet still represented a barrier to flexibility demanded to address expanding business requirements and cost control measures.

Softchoice Solution

In contrast to on premise traditional collocation, TFO saw value in the flexibility of the architecture and the operating expense model; both tipped the scale in deciding to move forward with AWS and Softchoice. Softchoice was selected because it offered a highly available and scalable web infrastructure platform. At the heart of this direction was Softchoice's knowledge of the client's financial dynamics (OPEX and CapEX) and it was based on the forward-looking insight to position AWS as a progressive alternative.

"We evaluated a number of cloud providers and service partners. Amazon Web Services and Softchoice came out on top based on a number of axis. The big area of strength were the services available and reputation of the cloud provider. AWS has been in the space much longer than other providers and many large enterprises rely on them."

The key areas of evaluation included, breadth of services availability, reputation and maturity of the cloud provider and costs of moving the web infrastructure to the cloud. Softchoice partnered with TFO leveraging Softchoice's "Web Accelerator+ for AWS" service designed to simplify the process and streamline the adoption into an operational state while also setting a strong foundation for security.

The TFO web infrastructure was moved to AWS within approximately 2 weeks to ensure the goal of moving quickly to mitigate costs and achieve scalability requirements. TFO achieved a strong model to continue growth and new service development based on the reference architecture proposed by Softchoice.

Business Outcomes

TFO was able to transition the web infrastructure from collocation to the public cloud rapidly and continues to realize benefits from efficiency and flexibility. TFO recently expanded web services from 12 school boards to hundreds within Ontario and globally – historically this kind of scale would have not been unachievable based on a traditional architecture. With the AWS solution in place, TFO was able to scale the web infrastructure quickly to achieve access for nearly 100,000 visitors. In addition, the following results were achieved:

- **Cost of Service Delivery & Quality** – reduced costs by over 20-30% for the web infrastructure while increasing the quality and stability of service levels
- **SLAs & Redundancy of Architecture** – mitigated the risk of mission critical web infrastructure downtime and the need to "rebuild" hardware
- **Administration Benefit & More with Less** – the new public cloud model helped a nimble team achieve greater focus on applications and business goals with the fear of hardware failure and maintenance activities now removed
- **Remove Aging Hardware & Upgrades** – self patching and extended quality assurance cycles associated with aging hardware were eliminated
- **Higher Flexibility & Scalability** – ability to scale quickly and deliver enhanced services on a common platform and architecture

In addition to functional results, Softchoice continues to partner with TFO through the award-winning Keystone Managed Service. Through Keystone, TFO gains access to 24x7 access to incident management, Configuration Mentorship for quick questions and cloud analytics to keep a pulse on spending and growth trends.



Case Study Snapshot:

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Client Profile:

Groupe Média TFO is a public company specializing in the production, acquisition and distribution of educational and cultural multimedia content. TFO is a recognized benchmark for innovative educational and Francophone content for children. Leaders in digital learning worldwide, TFO offers multiplatform media content for Francophone and Francophile audiences. Their educational content is designed for children attending French schools and French immersion schools.

Applicable Business Verticals:

+ Entertainment Industry

Geography:

+ Ontario, Canada

Technologies involved:

+ Amazon Web Services

"The Softchoice team has been instrumental in helping us build confidence."

Gilles Lebon
IT Manager, TFO