

Case Study

The Advocate

The Advocate Breaks News 24/7/365 with EATEL Business

THE CLIENT

The news doesn't sleep, and neither does The Advocate, Louisiana's leading source of award-winning local and regional news coverage.

With a daily circulation of tens of thousands of readers, The Advocate can never afford to miss a beat when it comes to covering current events. The entire production and supply chain—from the newsroom to the delivery systems—relies on a stable, always-on infrastructure.

"We're a news organization; we've gotta be up 365 days a year, 24 hours a day," says Lee Saunier, Vice President of Information Technology at The Advocate. "It is our belief that we should have as many redundant points in our infrastructure."

In 2016, the company recently moved its corporate headquarters into a brand new, three-story 48,500- square-foot building that faces Interstate 10. There, the building has become an iconic landmark along I-10, where the paper continues to thrive in a digital world.

THE
ADVOCATE

The Challenge

The Advocate employs more than 300 people, most of whom have a desktop computer. Since around 2014, the newspaper has maintained around 70 virtual servers, running on a Cisco NetApp flexpod configuration.

When The Advocate was in the process of moving its corporate offices, it had a decision to make regarding its data center: build a new data facility or maintain its colocation relationship with EATEL Business. But would the cost of building a new facility be worth it?

While building a new data center may have seemed like a sensible investment, the newspaper had to ensure 24/7/365 uptime, and wanted to maintain high-level control over this responsibility. In its current building, The Advocate would still be susceptible to disasters, under-protected from accidents, and could not provide adequate redundancy for uninterrupted operations.

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The Solution

“The company decided not to build out or waste money on a new data center,” said Lee. “But we still wanted to have a local presence.”

Instead of constructing a new facility, The Advocate moved its systems into an EATEL Business data center in Baton Rouge. This would supply Lee and his team with the redundancy and reliability needed to stay up 24/7, and would also ensure that the team had complete accessibility and control over their systems.

“At the time, it was a new technology and big jump to make that investment in a partnership,” said Lee. “It was a big leap forward for The Advocate as an organization, to make that investment and partnership and having a local presence was something that was comforting to them, since they were already making such a big leap.”

The Results

The 100,000 people receiving news daily from The Advocate and TheAdvocate.com can confirm that their news is unfailingly reliable and always current. This is a result of reliable IT infrastructure and a strong partnership with EATEL Business.

“It’s been a very reliable setup, the services we’ve used over the years have had considerable amount of uptime,” says Lee. “We’ve formed a great working relationship with our account team and the folks that support all the infrastructure. It’s something we’ve chosen to continue throughout the years.”

Downtime is one less thing to worry about, and this is a huge relief to Lee and his team.

“My favorite part is having the confidence that the data center would be online 24/7/365,” says Lee. “I never had any doubt that the level of service would meet or exceed any of the service-level agreement times listed in the contract. This helps me sleep at night. I don’t have to worry about if a circuit goes down, we can always count on EATEL Business.”

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TOP FOUR BENEFITS:

- Near-constant uptime
- Costs savings from not having to build out/maintain a data center
- Improved preparedness against disasters
- Increased redundancy

The logo for EATEL Business features the word "EATEL" in a bold, white, sans-serif font with a stylized underline that extends to the right. Below it, the word "Business" is written in a smaller, white, serif font. The logo is set against a blue background that is part of a large, abstract geometric shape in the bottom right corner of the page.

EATEL
Business