

## Always on air

Optimal networking with SD WAN for the high-paced media industry

### Customer

Bertelsmann

### Industry

Media

### Business

Media, service and education company

### Challenge

Collaboration, cost efficiency and flexible bandwidth requirements

### Solution

SD WAN network

### Products and services

Colt SD WAN

Entertain comes in many forms, whether on the television, in a podcast, in the written word or as interactive learning software. Bertelsmann is an industry leader in hosting and distributing a range of media offerings to audiences far and wide. To ensure that inspiring ideas and enriching content can be developed and shared even further, Bertelsmann adopted Colt SD WAN to strengthen its digital infrastructure.

The Bertelsmann Group is a media, services and education company that is active in more than 50 countries. The company includes the television group RTL Group, the publishing house Penguin Random House, the music company BMG, the service provider Arvato, the Bertelsmann Printing Group, the Bertelsmann Education Group and the international fund network Bertelsmann Investments. With around 80,000 employees, the company generated revenue of €20.2 billion in the 2023 financial year.

“Like almost every industry, the media and education sector is dependent on a reliable infrastructure. Networks need to be flexible to meet demands and will continue to grow in necessity with hybrid working. SD WAN offers precisely this flexibility,” explains Oliver Bürgel, Head of Architecture & Strategy, Senior Vice President, Bertelsmann SE und Co KGaA.

An SD WAN connection allows corporate IT to flexibly control bandwidth requirements across locations. Business-critical data traffic and access to central applications in the cloud can be prioritised so that there is no disruption to business processes, even during peak loads. Employees have seamless access to important collaboration tools at any time and from anywhere. In this way, projects

can be completed in a time and cost efficient manner, meaning media content can be provided in high quality. The latter in particular is essential in this fast-paced media industry, where rapid availability is crucial to business.

“Colt convinced us with its excellent SD WAN concept, its international positioning, its high-performance fibre network and the positive experience we had when we switched our telephony to Colt’s SIP trunking solution. It was quickly clear to us that we wanted Colt on board as a strategic partner for SD WAN.”

Most recently, Colt supported Bertelsmann in modernising its telephony infrastructure with Voice over IP. Colt has set up high-performance dedicated IP access at nine locations throughout Germany. This solution enables 10,000 parallel calls to be made. Even with increased data volumes, the voice quality is maintained.

## BERTELSMANN

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