

# FranceTV Publicité Accelerates Hybrid Cloud with Data Management Built for Security

## francetv publicité

### INDUSTRY

Media

### RESULTS

- Instant recovery
- 50% TCO savings
- 51% data reduction
- Quick integration with public cloud

### THE CHALLENGE

- Growing management complexity
- Poor backup performance
- Lack of security and encryption with previous legacy solution
- Lengthy VM and file-level restore times

### THE SOLUTION

- All-in-one data management solution for data protection, search, cloud, and development
- Implementation of hybrid cloud strategy for data archival and disaster recovery
- Live mount for test/dev

### PARTNER

Scasicomp

FranceTV Publicité, headquartered in Boulogne-Billancourt, France, is France Télévisions's advertising network, accounting for 27.5% of PdA TV in France. France Télévisions is one of the world's largest media brands with an average of 31.9 million viewers a day and a digital audience of 26.1 million of monthly unique visitors. FranceTV Publicité manages the advertising space of nearly 30 television channels, including France 2, France 3, France 4, France 5, TV5Monde, E!, and Cartoon Network.

Pascal Moulin, CTO of FranceTV Publicité, is responsible for the underlying information technology of its advertising and broadcasting systems. "Our IT infrastructure is critical to France Télévisions's advertising and broadcasting operations. To ensure that all our systems are running continuously, we needed a data management solution that provided rapid recovery and reliable performance," said Pascal Moulin. "Rubrik gives us speed and on-demand infrastructure while enabling us to adopt a hybrid cloud approach."

### RISING COMPLEXITY WITH A LEGACY APPROACH

Pascal Moulin and team were increasingly limited in performance and capabilities with their legacy solution. "We had a traditional legacy backup solution consisting of multiple components such as software, hardware, and tape. It was very complex to manage and restoring a production server was a nightmare," said Pascal Moulin. "Additionally, our previous solution was not secure. Our data was not encrypted, and with tapes, our data can be copied or read if found. Protecting the confidentiality of our data was top of mind."

Another one of Pascal Moulin's key objectives was to refresh all their IT infrastructure and applications to support a more modern and hybrid cloud approach. "We manage over 400 TB of data, working extensively with videos in HD format for broadcasting. Due to our growing amount of data, we work mostly on-premises but are evaluating a hybrid cloud strategy to provide a fast, on-demand infrastructure. Rubrik fits right into this approach with critical capabilities in the cloud such as cloud-native backup, archival, and disaster recovery to the cloud."

### MOVING TOWARDS A HYBRID CLOUD APPROACH WITH RUBRIK

As the team evaluated six different solutions, FranceTV Publicité chose Rubrik for its all-in-one approach and cloud capabilities. "Rubrik was the best solution when we asked the market. It was dramatically simple to use and delivered instant access and recovery for all our data." France Télévisions Publicité

deployed Rubrik Cloud Data Management for automated backup, recovery, data archival, and test/dev. Benefits include:

- **Easy to setup:** “Rubrik was very easy to deploy. We were able to get up and running very quickly.”
- **Significantly reduced recovery times:** “Before Rubrik, we didn’t have a RPO or RTO. Restoring VMs or files was extremely complex and lengthy. For example, restoring a subdirectory of an Exchange mailbox or production servers was almost impossible. With Rubrik, recovery is extremely fast.”
- **Higher performance on backups with policy-based management:** “With our previous solution, backup performance was poor. We could only backup some of our systems once a week. With Rubrik, we can set a SLA to backup every four hours. Rubrik is extremely reliable and ensures that all our data is always backed up.”
- **Immutable backups and end-to-end encryption for data security:** “One of the main reasons we bought Rubrik to ensure high level of security and confidentiality of all our data. Rubrik also encrypts all data sent to the cloud. There are lots of attacks happening around us, such as Ransomware, and Rubrik ensures that we are best prepared to recover in the event of an attack.”
- **Integrated cloud solutions:** “A core reason for choosing Rubrik was its cloud offerings. Cloud archival wasn’t an issue. It was setup and working very quickly. Before, we were unable to integrate with cloud with our legacy solution.”
- **Live mount for test/dev:** “The live mount feature is amazing. We can quickly bring up a VM with instant mount to check our data or for development.”
- **Fast restores with Rubrik for physical:** “We have a few IT systems that are very important for our broadcast. Rubrik allows us to restore our physical servers very quickly. Before, it wasn’t even possible to backup these servers with our legacy solution. Now, we use Rubrik to protect physical Exchange, Sharepoint, Oracle RMAN, and SQL.”
- **50% TCO savings:** “Rubrik is extremely cost-effective. When I compared Rubrik to our previous solution, we saw 50% reduction in TCO because of its converged architecture, cloud capabilities, and management time savings.”
- **Dramatic management time savings:** “Rubrik eliminated the management complexity. Since we have small team, our primary requirement in a solution is simplicity. Rubrik is extremely easy to use.”

In the future, FranceTV Publicité is planning to deploy Rubrik software in the cloud to protect cloud-native applications and to quickly spin up applications in the cloud for disaster recovery.



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Rubrik delivers instant application availability to hybrid cloud enterprises for recovery, search, cloud, and development. By using the market-leading Cloud Data Management platform to provide instant access with self-service, customers mobilize applications, automate protection policies, recover from Ransomware, search and analyze application data at scale on one platform. From days to seconds.

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