



Netherlands' favorite Radio 538 ensures programs run smoothly with more efficiency and less cost

EXECUTIVE SUMMARY

Customer Name: Radio 538

Industry: Broadcast

Location: Netherlands

Number of Employees: 160

Challenge

- Ensure 24-hour broadcasting
- Drive productivity and growth

Solution

- Cisco Business Edition 6000

Results

- 100 percent broadcasting uptime
- Staff easier to contact and more effective
- IT more agile and costs less to run

Challenge

More young people tune in to Radio 538 than any other station in The Netherlands. Its 160 employees used to be spread across six sites, making management difficult. To address this issue, the company decided to move into one building based in the media hub of Hilversum. All radio programs are run over the network, so it was the ideal time to rethink IT strategy.

"We had to leave the old kit because we were still broadcasting around the clock," says IT manager, Jeroen van der Plank. "So, it was a new-build project. The focus was on getting up and running for a fast switch-over."

Solution

First step was to build a reliable base. "We rely totally on the network," says van der Plank. "One fault in a single switch can cause problems for our program makers and even bring the station to a halt. That means unhappy listeners and advertisers."

The station also runs regular phone-ins. So, the new system had to be robust and able to deal with large call volumes.

Radio 538 chose the Cisco® Business Edition 6000. Built to deliver feature-rich unified communications, it supports users on any device, from any location, at any time.

This solution avoided the cost and complexity of running phone lines to every desk. Instead, voice, video, and data share the same cable. So far, around 150 Cisco Unified IP Phones are in use, some with built-in video cameras and HD screens.

System software is hosted on a Cisco server, providing a platform to add and virtualize other services in the future. Two partners, Go2 Solutions and FoxNet, helped with the project.

Results

Radio programs run smoothly. Since moving to the new site, Radio 538 has enjoyed 100 percent uptime with no breaks in service.

"The whole network's managed through one system. We can see when faults occur. If there's a potential problem, we see it before it happens," says van der Plank. IT is also better placed to enable business growth. "We can take more calls than before," he adds, "and I can install a phone quickly, when and where it's required."



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Jeroen van der Plank
IT Manager
Radio 538

People are easier to reach with face-to-face video calls via Cisco phones. The company plans to extend the benefits of Cisco collaboration by adding Cisco Jabber®.

“Cisco is a brand that stands for quality, and that’s very important to us. If our IT fails, our business suffers, so I’m glad to say we’ve never had any problems,” concludes van der Plank.

For More Information

To learn more about the solutions featured in this case study, go to:

www.cisco.com/go/collaboration

www.cisco.com/go/be6000

Product List

Collaboration

- Cisco Business Edition 6000
- Cisco Unified IP Phone 6900 and 8900 Series

Routing and Switching

- Cisco Catalyst® 4500 Series Switches

Data Center

- Cisco Unified Computing System C220 M3 Rack Server



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