



Cloud solution: Scope for future investment.

A city steeped in carnival tradition. A potpourri of costumes, floats and bards. And a TV channel broadcasting it all to the world 72 hours straight. Around a million people tune in when Telebasel live streams the Carnival of Basel. Twelve years ago the station first extended its coverage of the event to the internet. Today, the programme reaches viewers in no less than 110 countries.

Starting point. The new broadcasting technology requires huge investment and expertise, so Telebasel had to make careful use of its budget and focus on its core business of producing TV programmes. For this reason, the IT team, were increasingly outsourcing their IT services including their internal e-mail solution.

Telebasel's ageing e-mail server with Microsoft Exchange 2003 took up its duty seven years ago. With the company's growing headcount, daily video production up from 150 to 550 sequences, and live streams instantly sent from the scene to the editing desk, the machine was out of step with current e-mail traffic. As e-mail is a critical means of communication for Telebasel's news team—over 90% of information are coming in that way.

The company commissioned Bechtel IT Services to draw up a proposal for a new server running Exchange 2010 that could handle 80 mailboxes including backups and is covered by a service agreement. The estimated costs ran to CHF 55,000. Alongside the offer, Bechtel IT Services also calculated a second cloud version: 80 licences for Exchange Online in Office 365 would cost just shy of CHF 350 per month with 25 GB of storage per mailbox.

» Office 365 saves us some CHF 34,000 compared to an on-premise deployment and also means we no longer have to deal with administration. »

Pascal Jacot,
Member of the Board, Telebasel

Process. Bechtle IT Services migrated the mailboxes from Exchange 2003 to Office 365 and switched off the old servers all within four weeks, meaning that today, the employees can reliably access their mailboxes via the browser..

Solution. With Office 365's Exchange Online, the private TV channel can now rely on a powerful cloud-based e-mail solution, saving it no less than CHF 55,000 of investments and doing away with the need to maintain its own server. Another benefit of the Office 365 solution is that it's invoiced per licence and has no significant investment costs eating into the budget. The number of licences can scale up or down and accounts can be added or deleted in no time at all.

Business benefits. Office 365 is always online and works across platforms. Employees can access their e-mail on desktops, notebooks and tablets. And with today's stable and broadband internet lines, syncing even larger files is swift.

Backed by smooth support from Bechtle, Telebasel's IT staff can now better focus on their core tasks and count on short response times and spot on solutions should issues arise. When the time comes to upgrade its current Office installations, the company is also planning to weigh a traditional software purchase against Office 365.



Further information:
bechtle.ch

SOFTWARE AND SERVICES IMPLEMENTED.

- Microsoft Office 365
- Microsoft Office 365 - Exchange Online
- Microsoft Office 365 - SharePoint Online

CUSTOMER PROFILE.



Telebasel and its 120 employees is one of Switzerland's largest TV production companies. The station has a very healthy balance sheet and produces two hours of new programming every day for the region around Basel, reaching an estimated audience of some 100,000.

Further information: telebasel.ch

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