



Hungarian Media Company Builds New IP Network

Cisco Gigabit Ethernet network helps Axel Springer improve user experience, cut costs, and accelerate business transformation.

Case Study

Customer Name: **Axel Springer Magyarország Kft**
Industry: **Media**
Location: **Hungary**



Business Impact

- 15-20 percent cost savings
- Five-nines network availability
- IT better aligned to support business change

Business Challenge

With over 100 publications, Axel Springer is the Hungarian market leader in most areas of printed media. Twelve million copies of its magazines are printed every month. Axel Springer runs its own in-house photography agency and operates 27 websites, which together generate around three million hits a day.

The company was one of the first in the country to outsource noncore activities. Initially, this outsourcing included purchasing services for its existing IT infrastructure. Building on this success, the publisher decided to move to a full outsourcing arrangement. This step involved transferring the management of its network, storage, servers, PCs, telephony, and IT security services. The aim was to lower costs by leasing rather than owning the equipment, while also benefiting from higher availability and more flexible change management.

“Rather than having to deal with asset procurement, amortization, or maintenance we wanted to concentrate on making sure that the IT infrastructure was serving the best interests of the business,” says Zsolt Palánki, head of IT and New Media at Axel Springer.

Solution and Results

Following an extensive tender process, with careful consideration given to reference projects, results achieved, and compatibility in terms of being able to work with each provider, Axel Springer selected 99,999 Informatikai Kft to build and manage its new IP network. The solution, consisting of Cisco Catalyst® 3750 and 6500 Series Switches, connects together 60 sites, 87 servers, and 1200 workstations.

The new network has transformed user experience by delivering Gigabit to the desktop, coupled with a fully redundant design that helps ensure “five–nines” availability. Outsourcing has lowered costs, while increasing the efficiency of IT operations. For example, Cisco IOS® Software allows complete integration with existing Microsoft Terminal Servers, and CiscoWorks LAN Management has enabled faster detection and resolution of network faults.

Moving to a managed service has created a more flexible IT model. “Leasing the equipment has made it very easy to accommodate significant organizational change over the last two years,” says Palánki. The company can initiate infrastructure changes faster and also take advantage of foundation technologies, such as Power over Ethernet, to accelerate the deployment of new services in the future.



“The new outsourcing environment, in which we lease all of the Cisco equipment as well as the network services, has resulted in a 15-20 percent cost reduction in the area of network infrastructure operation.”

Zsolt Palánki

Head of IT and New Media, Axel Springer

For more information on Cisco Series Switches please [click here](#)
For more information on Network Management please go [here](#)