



Scripps Networks

» Keeping HGTV, DIY Network, Food Network, Cooking Channel, Travel Channel, and Great American Country on the air and online with BSM Solutions from BMC

BEFORE

- » Limited ability to detect potential outages before they occurred
- » Mean time to repair was not acceptable
- » Monitoring load was such that an additional FTE was needed
- » Manual provisioning consumed valuable staff time
- » Developers had no insight into how new code might affect CPU, memory, and other server components

AFTER

- » Proactive monitoring and alerting enables staff to fix issues before outages occur
- » Mean time to repair has dropped 64%
- » Service desk took on frontline monitoring, eliminating the need for additional FTE
- » Automation halved the preparation time for many software rollout tasks
- » Developers access the monitoring environment to identify CPU, memory, and other issues that might arise as a result of new code

What do cooking Thanksgiving dinner, designing a backyard retreat, and planning a trip to an exotic locale have in common? Scripps Networks helps people tackle all of three of these diverse tasks.

Scripps Networks is a leading developer of lifestyle-oriented content for television and the Internet. Since introducing the HGTV cable channel in 1994, the company has expanded its on-air programming beyond home and gardening to include cooking, travel, and music. Scripps complements this television programming with online video, social media areas, and e-commerce components on companion Web sites.

The company's media portfolio includes such high-profile brands as HGTV, DIY Network, Food Network, Cooking Channel, Travel Channel, and country music network Great American Country. It also includes leading online search and comparison shopping services Bizrate, Shopzilla and beso.

Scripps delivers a dynamic, user-centric experience that allows people to interact with the brand any time of the day or night through television, the Web, and other platforms. For example, Food Network viewers watch their favorite chefs on TV and click their way to the Web site to print recipes. Do-it-yourselfers participate in multimedia experiences such as Blog Cabin, in which they vote on design features for a cabin getaway, and then see the final design on special episodes of the hottest DIY Network shows.

Scripps Networks television programming reaches huge audiences: Flagship brands such as HGTV and Food Network are receivable in nearly 100 million homes. The company's Web sites experience more than 7 billion page views a year. The Web sites experience huge spikes based on seasonal factors, such as Thanksgiving and the Super Bowl. Promotional campaigns,



GEOGRAPHY

Global

INDUSTRY

Media and Entertainment

SOLUTIONS

BMC Event and Impact Manager

BMC Atrium Discovery and
Dependency Mapping

BMC Remedy IT Service
Management Suite

BMC BladeLogic Server Automation

giveaways and voting events also cause major fluctuations in traffic. The most recent annual Dream Home giveaway contest, for example, generated nearly 40 million entries through the Web site.

The 24x7 nature of both on-air programming and Internet access put big demands on the company's IT organization. System availability targets are exceedingly high, not only for Web sites but also for critical systems that support on-air programs. "There is tremendous pressure to create a zero-downtime environment," said Steven Sharpe, director of Systems Engineering.

But IT is stepping up to the challenge with a comprehensive business service management (BSM) strategy that encompasses monitoring, service assurance, data center automation, and service support. The strategy involves aligning processes with IT Infrastructure Library (ITIL) Version 3 guidelines to bring greater efficiency to IT management.

To support the strategy, the IT group is implementing BSM solutions from BMC Software. The staff is already using BMC solutions for infrastructure monitoring, provisioning, discovery, and asset management. Plans are in place to deploy additional BMC solutions to address incident and problem management, change control, service request management, service level management, impact management, and other ITIL disciplines.

PROACTIVE MONITORING DRIVES AVAILABILITY

BMC Event and Impact Management enabled the staff to replace cumbersome, manual efforts with proactive monitoring. Prior to implementing this solution, monitoring had been particularly difficult during promotional events, which generate dramatic increases in the number of viewers and Web site visitors. These events are critical because they drive advertising and other revenues.

In 2007, Scripps Networks had a major Thanksgiving promotion that required a team of people working 24 hours a day for weeks, pulling up windows for each server involved. The team used homegrown scripts to monitor CPUs, memory, disk space, and other components. It took hours of effort to ensure that each script was running properly.

"It just wasn't a good use of our time," Sharpe said. "But the difficulties involved in managing that particular event convinced management we needed to invest in a proactive approach to monitoring."

"The number of outages has dropped because we're catching issues before they disrupt systems. And when outages do occur, we're fixing them faster. Our mean time to repair has gone down by 64 percent."

KAREN MCCAGUE
DIRECTOR OF IT SERVICE MANAGEMENT

BMC Event and Impact Management delivered immediate results, automating monitoring and providing timely, meaningful alerts that allow the staff to correct conditions before users are affected. Sharpe called the implementation "a great win for our team."

"We're saving a lot of time and we're using that time to build new servers and tackle new projects," McCague added. "The number of outages has dropped because we're catching issues before they disrupt systems. And when outages do occur, we're fixing them faster. Our mean time to repair has gone down by 64 percent."

Event monitoring is also improving developer productivity. Prior to releasing code into production, developers now go into the monitoring system to see if the code creates CPU, memory, or other issues, resulting in faster code fixes and smoother rollout of new code.

REDUCED STAFFING REQUIREMENTS

With the addition of the BMC monitoring and alerting solutions, Scripps expanded the scope of its service desk function and created the IT Operations Control Center to handle traditional service desk functions plus frontline monitoring and alert management. According to Karen McCague, director of IT Service Management, this approach has streamlined operations and is saving money. Event correlation has reduced extraneous alerts, saving staff time and speeding

problem resolution. BMC Performance Manager Portal is enabling the staff is moving toward a single view into the infrastructure, which is driving additional efficiencies and increasing productivity.

“Before we made this organizational change, the monitoring group was slated to increase its headcount by one FTE [full-time equivalent],” McCague said. “With proactive monitoring and alerting in place, the service desk staff has taken on the frontline monitoring and eliminated the need for the additional headcount in the monitoring group.”

FASTER, MORE EFFICIENT PROVISIONING

Reducing server build times, speeding the deployment of patches and upgrades, and automatically remediating configuration drift are important elements of the BSM strategy at Scripps Networks. BMC BladeLogic Server Automation is already delivering results in this area. The company’s project-support engineers group new software rollouts into small, medium, and large categories based on the time required to complete the effort. A small project typically takes one to two hours, while a medium project takes four to eight hours. After the addition of BMC BladeLogic, one of the project-support engineers reported that he had been able to downgrade eight medium tasks to the small category because BMC BladeLogic handles the tasks faster and more efficiently.

“BMC BladeLogic let us get rid of homegrown scripts that often didn’t run properly,” Sharpe said. “Provisioning is more accurate, so we’re getting the right product out into the environment. And it’s more efficient, so we are able to do the job faster.”

Sharpe expects that the tool will also simplify compliance by automatically logging all changes on servers and providing an audit trail that demonstrates that all changes were properly authorized and implemented. The audit trail will assist in demonstrating compliance with legal mandates such as the Sarbanes-Oxley Act.

GETTING CONTROL OF ASSETS

The introduction of a new corporate policy has elevated the importance of asset management and discovery at Scripps Networks. The policy requires robust tracking and management of the IT asset inventory.

“Initially, senior IT management was concerned that the level of detailed required by the policy might put an excessive burden on application owners,” McCague said. “But we had already purchased BMC Asset Management, BMC Atrium Discovery and Dependency Mapping, and BMC Atrium Configuration Management Database. When we got a good look at those tools, we could see that most of the information is captured automatically, and that with the tool it would be easy for us to comply with the new policy.”

According to McCague, BMC Atrium Discovery and Dependency Mapping was easy to install. The tool’s powerful discovery capabilities have automated the collection of details about IT assets, providing accurate hardware and software inventory information on servers, desktops, and network devices. Moreover, it identifies the interdependencies of those assets.

As Scripps Networks moves forward with its implementation of BMC Atrium CMDB, the company will begin to benefit from having a “single source of truth” for the entire IT infrastructure. The CMDB tracks not only infrastructure components and their physical and logical relationships, but also the relationships of the components to business services, thereby providing a business-service view of IT.

“As we move ahead, we expect to see further reductions in mean time to repair and mean time between failure,” Sharpe said. “The processes and solutions we are putting in place will enable us to minimize downtime of critical services, control IT expenditures to reduce overall costs, manage our assets more effectively, and do a better job in demonstrating compliance with internal policies and external mandates like Sarbanes-Oxley.”

STEVEN SHARPE
DIRECTOR OF SYSTEMS ENGINEERING

BMC Remedy Asset Management provides the functionality Scripps Networks needs for full life-cycle management of IT assets in compliance with the new policy. This application shares the same CMDB, workflows, data model, permission model, and user interface as the incident, problem, change, release, and service level management applications of the BMC Remedy IT Service Management Suite, which Scripps plans to implement over the next 18 to 24 months. The company also plans to deploy BMC Service Request Management and BMC Remedy Knowledge Management within this same timeframe. When these applications are fully implemented, the company will have in place a comprehensive and robust IT service management environment that complies with ITIL guidelines.

According to McCague, Scripps Networks also plans to integrate BMC BladeLogic with BMC Remedy Change Management to facilitate compliance efforts. "Once we get that integration in place, we will eliminate a lot of compliance-related administrative tasks that we currently have to do. Our auditors are looking forward to that integration."

CUSTOMER'S FINAL WORDS

McCague and Sharpe are pleased with the progress Scripps Networks has already made in its BSM efforts. Processes have been fine-tuned and, in some cases, revamped; a number of supporting software solutions have been implemented; and the company is starting to see tangible results. Both agree that Scripps Networks is just beginning to reap the rewards of BSM. "As we move ahead, we expect to see further reductions in mean time to repair and mean time between failure," Sharpe said. "The processes and solutions we are putting in place will enable us to minimize downtime of critical services, control IT expenditures to reduce overall costs, manage our assets more effectively, and do a better job in demonstrating compliance with internal policies and external mandates like Sarbanes-Oxley."

ABOUT SCRIPPS NETWORKS

Scripps Networks is a leading developer of lifestyle content for television and the Internet, where on-air programming complements an array of broadband video, social media areas, and e-commerce components on companion Web sites that attract more than 20 million unique visitors each month. Scripps Networks brands have extended into magazines, retail products, video games, and live experiences. Scripps Networks lifestyle television brands include HGTV, DIY Network, Food Network, Cooking Channel, Travel Channel, and country music network Great American Country (GAC).

BUSINESS RUNS ON IT. IT RUNS ON BMC SOFTWARE.

Business thrives when IT runs smarter, faster, and stronger. That's why the most demanding IT organizations in the world rely on BMC Software across both distributed and mainframe environments. Recognized as the leader in Business Service Management, BMC offers a comprehensive approach and unified platform that helps IT organizations cut cost, reduce risk, and drive business profit. For the four fiscal quarters ended Dec. 1, 2009, BMC revenue was approximately \$1.90 billion. Visit www.bmc.com for more information.

