

Indian Cable TV Provider Partners with Nutanix to Gain Market Share

Sreedevi Digital Systems leverages Nutanix platform to ensure disruption-free service to customers

BUSINESS BENEFIT

Sreedevi Digital Systems is the largest cable TV operator in South India with more than 600,000 customers. Their emphasis on staying nimble to address customer's needs helped the business grow rapidly in a short span of time.

To push the business further ahead, the IT team invigorated itself with Nutanix to reap key benefits which will ensure its continued success:

- Uphold customer's satisfaction by ensuring service application availability at all times
- Reap operational efficiency benefits by improving speed of business applications and freeing up IT resources to focus on value creation tasks instead of laborious maintenance works



“We are glad to have chosen the right partner with Nutanix. Sreedevi Digital Systems’ continued growth and success in IPTV will depend on being flexible and nimble to address our customers’ needs. And we see Nutanix as one of our key partners in this journey.”

- Isukapalli Rama Krishna Raju, Chairman & Managing Director, Sreedevi Digital Systems Pvt Ltd

INDUSTRY

Media and Entertainment

BENEFITS

- Unplanned downtime and service disruptions are avoided with Nutanix's one-node automated failover support
- Significant improvements seen in application performance for complex transactions; failure rate was high previously but now executed in < 10 seconds
- Central authentication applications can generate > 2,00,000 encrypted keys simultaneously
- Patching for software release cycles takes < 10 minutes instead of days

SOLUTION

- Nutanix Enterprise Cloud OS
- Nutanix AHV
- Nutanix Prism Pro management software

APPLICATIONS

- Enterprise Apps
- Authentication server
- Database
- Billing application trading applications
- Conditional access system

“Service disruptions during software upgrades or patches – all those are now past history. Our IT team has witnessed vast improvements in our operational efficiency and this means a direct contribution to our business,” said Isukapalli Rama Krishna Raju, Chairman and Managing Director at Sreedevi Digital Systems. “We are glad to have chosen the right partner with Nutanix. Sreedevi Digital Systems’ continued growth and success in IPTV will depend on being flexible and nimble to address our customers’ needs. And we see Nutanix as one of our key partners in this journey.”

With a strong and capable datacenter as the foundation of their digital media business, Sreedevi is now looking forward to taking on further projects with Nutanix in the area of disaster recovery planning, etc.



T. 855.NUTANIX (855.688.2649) | F. 408.916.4039
info@nutanix.com | www.nutanix.com | [@nutanix](https://twitter.com/nutanix)

© 2020 Nutanix, Inc. All rights reserved. Nutanix, the Nutanix logo and all product and service names mentioned herein are registered trademarks or trademarks of Nutanix, Inc. in the United States and other countries. All other brand names mentioned herein are for identification purposes only and may be the trademarks of their respective holder(s).