

### EXECUTIVE SUMMARY

#### Customer

- Headquartered in McLean, VA
- Media and marketing solutions leader

#### Challenges

- Consolidate business applications from 250 units into one intelligent network
- Find a telecom partner for the long-term
- Ensure business continuity and scalability
- Ensure capacity and survivability

#### Solution

- Support for an integrated private cloud
- XO MPLS IP-VPN
- XO Applications Performance Management (APM)
- XO Hosted Security

#### Results

- Ability to handle intelligent applications
- Flexibility for live video streaming from anywhere
- Comprehensive network security
- Better visibility into network performance
- Ability to support multiple protocols (IP, MPLS, and VPLS)
- Lower price points than other vendors

### Customer

Gannett is a leading international media and marketing solutions company that incorporates digital, broadcast, print, and mobile. Among its iconic brands are USA TODAY and CareerBuilder, as well as its unique local brands serving 112 communities.

Through its powerful network of broadcast, digital, mobile, and print products, the company informs and engages more than 110 million people every month, making it one of the largest, most geographically diverse local media companies in the United States. Gannett's properties cover a wide range of geographies, demographics, and content areas, forming a uniquely powerful and comprehensive portfolio of offerings for consumers and commercial clients alike.

As a digital media leader, Gannett provides access to content on many different platforms and digital marketing services to businesses that help them use digital technology more effectively. Gannett's mission is to provide trusted news and information and to actively support the people and businesses in the communities it serves.

### Challenge

Consolidate the business applications from 250 units into one private cloud.

Gannett recognized that running strategically critical applications from your own private cloud requires an intelligent WAN. "Gannett views this private cloud and its WAN transport capabilities as a strategic core competency," said Dennis Lydick, Manager of Data Communications at Gannett. "So we weren't looking just to buy circuits. We were looking for a partnership, and the XO leadership has embraced this partnership. I feel that it has enabled us to take this beyond just a circuit-buying process."

### Solution

XO MPLS IP-VPN helps ensure business continuity, scalability, capacity, and survivability.

As Gannett's trusted communications partner for over ten years, XO eagerly accepted the media giant's latest challenge — to consolidate the business applications from 250 units into one private cloud.

The key elements of an intelligent WAN are the ability to prioritize traffic, to make sure that that traffic is secure, and make sure that you have sufficient capacity for the key applications that you're going to run: "The key to making that happen was a network that was superior in its business continuity, in its scalability,



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**Dennis Lydick**  
Manager, Data Communications  
Gannett

and its capacity and survivability,” said Lydick, and he believes the XO MPLS IP-VPN product has all of these key elements.

What’s more, the XO MPLS IP-VPN offering provides a smarter and more unified approach to meet the demands placed on networks — now and into the future — by delivering three fully integrated capabilities: intelligent networking, comprehensive network security, and better visibility into application performance.

## Results

Gannett was able to handle intelligent applications, support multiple protocols, and minimize costs.

Today’s intelligent networks must be flexible enough to handle the transmission speed of text, pictures, reports, email, video, music and other areas of multimedia. “You need an intelligent WAN to handle intelligent applications,” said Lydick, “and those applications now have to be mobile

in nature. They have to be flexible. You have to be able to do live video streaming from anywhere in the United States and do it effectively. And you need a strategic partner to be able to do that. Our friends at XO have stepped up with the intelligent WAN to get that done.”

Of course, not every application owner uses the same protocol. “The advantage of the XO intelligent WAN solution,” said Lydick, “is that we can secure a service, handle all three protocols (IP, MPLS, and VPLS) so that I can keep all of my application owners happy, no matter what protocol they require.”

When it comes to cost, Lydick also believes XO has the advantage: “I can secure that product for a lower price than I’m typically paying from my other vendors for a single IP circuit.”

In short, the XO MPLS IP-VPN solution provides a cost-effective, flexible, intelligent network solution that Gannett needs to make content available to today’s demanding customers — any time, any place, anywhere.

Give us a call today at **877-617-2111** or visit **xo.com**

XO Communications is a leading nationwide provider of advanced communications, managed network and IT infrastructure services for business, large enterprise and wholesale customers. These customers include more than half of the Fortune 500, in addition to leading cable, mobile wireless and domestic and international telecommunications companies. XO offers a superior customer experience through its innovative data and IP solutions, its employees’ focus on customers and the proven performance of its advanced network.

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