



## CANCOM AHP ENTERPRISE CLOUD

# Digital Workspace: Media & ICT

According to studies conducted by PwC, the media sector will grow by 1.8% every year. However, classic media formats are no longer the ones which are the most well received. Mainly, this is due to the rise of digital technologies. Having said that, the bulk of media companies have been late to adopt digital technologies and thus lack new and sustainable digital business models to compensate revenue losses. By way of example, daily newspapers in Germany have reduced their circulation by 25% since 1990, whilst the TV viewership in Germany has drastically declined since 2000. Additionally, the age of digitalization has essentially transformed national media markets into international media markets. Thus, companies need to compete with each other whilst continuously searching for new digital business models.

Media & ICT companies which are able to both acknowledge the challenges of digitalization and utilize digital business models for their benefit will, however, be the ones which will be the most competitive going forwards. As such, companies can only remain competitive when they are able to implement a holistic digital strategy. Having said that, the cornerstone of every digital strategy is the implementation of a modern, digital workspace. In order to prepare Media & ICT companies and their employees for the digital age, we have developed the CANCOM AHP Enterprise Cloud. Essentially, the CANCOM AHP Enterprise Cloud allows companies to deploy a plethora of digital workspace scenarios whilst simultaneously reducing the IT complexity involved.

PLAN.  
BUILD.  
PERFORM.

**CANCOM**

# One Industry Sector. Multiple Scenarios.

01



## Workspace Modernization

As of now, companies find themselves in the perfect space of time to optimize and modernize their organizational processes. Within this context, the workplace plays a vital role. However, the modern workplace will be influenced more greatly by technologies going forwards than is the case now. Having said that, the successful deployment and utilization of these technologies will ultimately be the central factors of success. By means of the CANCOM AHP Enterprise Cloud we are able to support companies' IT departments to roll out modern digital workspaces both easily and efficiently.

### Digital Workspace – Key Benefits:

- By virtue of the CANCOM solution employees are able to access company-specific applications and data securely from any place, time zone and terminal device.
- Bearing in mind the above, the CANCOM AHP Enterprise Cloud allows companies to equip both individual employees and entire subsidiaries with a digital workspace within hours instead of days.
- As IT departments are able to manage the digital workspace from one location only, companies are able to considerably reduce the complexity within their IT processes. Ultimately, IT departments are able to better support companies' digitalization efforts.

02



## Enhanced Collaboration

The performance of a company can be influenced positively by means of coordinated, cross-departmental collaboration. This is due to the fact that the overall performance of companies is not solely dependent on employees' individual efforts, but rather on the harmonized collaboration between all employees, teams and departments. Having said that, achieving a culture of productive collaboration is a challenge and as such depicts a weakness in most enterprises. In this context, the digital workspace provides a solution for this problem.

### Digital Workspace – Key Benefits:

- The CANCOM AHP Enterprise Cloud allows companies to equip their digital workspace with the communication and collaboration solutions of their choice.
- What is more, the CANCOM AHP Enterprise Cloud allows companies to swiftly and securely integrate services from both the Public (e.g. Salesforce & Cisco WebEx) and HyperScale (e.g. Microsoft Office 365) Cloud into their digital workspace.
- The integration of UCC solutions and Public & HyperScale Cloud services into the digital workspace significantly enhances the collaboration quality both within and outside of companies.





03



## Picture & Data Editing

Picture editing processes are increasingly becoming more complex. What is more, the amount of structured and unstructured data will significantly increase as the age of digitalization takes form. In order to create value, picture and data editing processes do not only require adequate devices, they also require the right applications. Essentially, the latter need to be able to handle large quantities of picture and data editing material.

### Digital Workspace – Key Benefits:

- In case companies opt for the performance workspace of the CANCOM AHP Enterprise Cloud, picture and data editing software applications will be supported by the new NVIDIA GRID platform. Hence, IT processes can be implemented in a resource-efficient manner.
- By means of the CANCOM AHP Enterprise Cloud IT departments are also able to deploy the digital workspace swiftly to subsidiaries. Additionally, software updates and patches for the digital workspace are deployed and arrayed automatically.
- The Secure by Design (SBD) architecture of the CANCOM AHP Enterprise Cloud specifically protects the business-critical data of companies' digital workspace. Thus, the highest security and compliance standards can be met.

04



## Employer Branding

Digital know-how is in high demand. Thus, SEO, SEM and SEA specialists, app developers and data scientists are increasingly becoming more important for companies' success. What is more, work breaks and part-time phases in the working life of employees are not considered to be career-promoting. Therefore, companies need to create a workplace environment which enables them to keep and attract high-performing media & ICT specialists.

### Digital Workspace – Key Benefits:

- Employees wish to use their own PC or mobile device for their work. By means of the Digital Workspace on the Basis of the CANCOM AHP Enterprise Cloud companies are able to deploy a BYOD (Bring Your Own Device) strategy swiftly.
- Additionally, a digital workspace also allows companies to expeditiously and easily deploy modern workplace concepts and flexible working models. A modern workplace also enables companies to enhance their respective employer branding.
- Consequently, this does not only enable companies to retain their high-performing specialists, but it also allows them to attract these more easily. Bearing in mind that talent in the media & ICT sector is difficult to come by, this might depict a competitive advantage.

# With a digital workspace the world transforms into your personal office.

Globalization has significantly accelerated the internationalization of companies – blue-chip companies are increasingly expanding to new markets, the hidden champions of the mid-tier sector are gradually exploring opportunities in emerging markets and start-ups are progressively considered to be international by design and not by emergence.

As such, Carsten Pavlovits – Director Enterprise Workspace & AHP Enterprise Cloud at CANCOM – states that companies can only maintain their competitive edge when they are able to champion and implement a holistic digital strategy. According to Mr. Pavlovits, a digital workspace is pivotal in this regard.

## **CANCOM AHP Enterprise Cloud: Your Digital Workspace**

By virtue of the CANCOM AHP Enterprise Cloud we are able to offer customers a turnkey-ready digital workspace by means of which employees are able to access company-specific applications and data securely from any place, time zone and terminal device. Hence, employee requirements with respect to workspace and workplace scenarios can be implemented in an individualistic and flexible manner.

## **Improved employee productivity**

Additionally, communication and collaboration tools from the likes of Microsoft, Cisco and IBM can be integrated into the digital workspace easily and securely via the CANCOM AHP Enterprise Cloud. Thus, both the company-wide and the stakeholder-wide collaboration can be enhanced. As such, the employee productivity can be improved, whilst the productivity of the entire enterprise can be enhanced as well.

## **Enhanced business and IT agility**

Moreover, the highly automated processes of the CANCOM

AHP Enterprise Cloud allow companies to implement their strategy and business requirements in a cost-effective manner. By way of example, employees can be equipped with a digital workspace in a matter of minutes (instead of days), whilst subsidiaries and branches can be equipped with a digital workspace in a matter of days (instead of weeks). Consequently, entering new markets becomes more interesting for companies as their IT requirements can be dealt with expeditiously.

## **Security is paramount**

Regardless of the digital workspace scenario – enterprise security requirements are our top priority. Hence, our customers do not only gain more flexibility and agility when opting for a digital workspace on the basis of the CANCOM AHP Enterprise Cloud, they are also able to benefit from our „Secure by Design“ concept.

As such, the „Secure by Design“ concept of the CANCOM AHP Enterprise Cloud does not only protect companies' digital workspace from industrial espionage and intellectual property theft, but it also secures companies' sensitive data. Subsequently, maintaining security and compliance guidelines becomes relatively easy.

## **Freedom of choice when it comes to sourcing strategies**

When opting for the CANCOM AHP Enterprise Cloud, companies are at liberty to choose the sourcing model which suits them best with respect to the digital workspace deployment. As such, companies are able to deploy our digital workspace solution by means of their own data centers, the data centers of Enterprise Service Providers, Hyperscale Services (e.g. IBM Bluemix or Microsoft Azure), CANCOM/PIRONET Data Centers or CANCOM Mobile Data Centers.



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