TIME WARNER CABLE CASE STUDY

Time Warner Cable GETS THAT BANG FOR THEIR BUCK With Investment & Uptime In Adobe Experience Manager Using 3|SHARE's Incredibly Baller Remote Operations Management (ROM) Service

3|SHARE, Adobe Experience Manager experts, trusted Business Plus Level Solution Partner, and lover of nachos, provides 99.999% uptime along with ongoing monitoring, code-level remediation, administration, advanced support, and at least one well-placed compliment a day to cable and media giant, titan, head honcho, and big cheese, Time Warner Cable (TWC)

3 | SHARE   **Time Warner Cable**

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CUSTOMER PROFILE:

TWC isn't the type of company whose web presence can just check out for a few hours to go bowling. This isn't a lemonade stand. That's why they chose 3|SHARE's ROM for AEM service: because 3|SHARE has a reputation for performance, and because TWC is not dumb.

Customer: Time Warner Cable. Yes, that Time Warner Cable

Industry: Telecommunications, etc.

Location: Twenty-nine states across the U.S. (Great job, other 21 states)

Customers: 15 million, which is a lot

Business: Video, high-speed data, and voice services. All that 21st century jazz.

Employees: 52,000, which is a lot

CHALLENGES

- 100: The number of servers TWC is working with in their datacenter. Web platform environment for days.

- Their AEM platform is important to them, since multiple TWC brands run on it. Big stuff.

- The way TWC even acquires money is by new customers signing up for subscription services online. So, yeah, it needs happy websites.

- Plus, the customers TWC already had also need its websites for information and services.

The stakes were oh so high.

Solution, **obviously**:

3|SHARE's Remote Operations Management (or ROM, for brevity). ROM is a Managed Service for AEM that provides 24 (hours) /7 (days) /365 (also days) monitoring/remediation, administration and advanced support with a 99.999% uptIme SLA. It's basically like a big non-evil Eye of Sauron.

You may know 3|SHARE: It's an Adobe Business Level Solution Partner, founding member of Adobe's Partner Advisory Board, and eater of delicious cookies. Since 3|SHARE is a trusted member of Adobe's partner community, it provides AEM consulting, training, and managed services to Adobe's most strategic customers, and it does it in its sleep, relatively speaking.

SITUATION

TWC isn't run by amateurs.

It being 2015, they had previously modernized their web presence on the Adobe Experience Manager (AEM) platform, unitingapproximately 60 web domains into one portal for both residential and commercial customers. This is what we'd call a "good start."

TWC primarily needed the functionality that the AEM platform provides, since it's Time Warner Cable, and sometimes, people (gasp!) access its websites to learn things. Sometimes even millions of them. Sounds reasonable.

But it's not JUST Time Warner Cable on its centralized platform: It's also Time Warner Cable Business Class (heyooo), Time Warner Cable Media (whoa doggie), and RoadRunner, which is only its internet subscription service, no biggie.

Basically, as you may imagine, TWC's websites are an enormous part of everything it does. So as far as challenges, you could say that 3|SHARE had a lot on its plate, if you wanted to randomly use a food metaphor.

BUSINESS CHALLENGES

Massive infrastructure environment

Again, we're talking about Time Warner Cable. This isn't a hole-in-the-wall internet cafe in Tulsa. This is over 100 instances of AEM.

Datacenter location

It's almost needless to say that TWC hosts their web environment in their own datacenter. They weren't going to just put it wherever. Too important.

Cost

They might be TWC, but they still like not spending money on wasteful things. But they had intensive internal requirements which made managing their AEM infrastructure tougher than it may have been. Everyone has standards, folks!

Expertise

TWC needed smart people. Smart AEM people, to be exact. It's Time Warner Cable's web presence, so the requirements were as follows: experienced; knowledgeable; accessible; a cultural fit (read: not a jerk). You can't find this stuff everywhere, especially the 'not a jerk' part.

Third-party partnerships

A lot of TWC's brand sites functioned off of third-party content providers, only adding to the cluster(bleep). As if this needed to get messier.

Marketplace

Like four companies total could have provided the resources that Time Warner Cable needed, and we can name…(thinking)...one of them.

3|SHARE's **Remote Operations Management**

Because TWC's websites needed to be maximized for performance and availability, 3|SHARE was like, "May we suggest our ROM Services? They monitor, manage, and provide advanced services for your AEM platform.

And TWC was like, "Yeah, sure, okay."

3|SHARE did a very nice thing and delivered both maximum performance and uptime to Time Warner Cable, and they did it with ROM for AEM, which includes the following fun things:

- Dedicated Adobe Experience Manager experts, and a whole boatload of them.

- 4/7/365 -- so if you're counting, that's all of time, literally every moment in human history — Monitoring and code level remediation for TWC's AEM environment. Whaaaaaat.

- Detection of issues before they affect performance as if they are psychic or something.

- TWC's complete AEM environment managed and administered with a 99.999% uptime SLA, which has to be some sort of record.

- How does one maximize their value in an investment -- namely, Adobe Experience Manager? Why, by advanced support from experts like the ones that 3|SHARE, of course!

- A monthly open conversation about what's going right and what's going even more right (and okay fine wrong sometimes) in TWC's AEM environment.

SOLUTIONS

3|SHARE gives the people (err, TWC) what they want: 24/7/365 remote Monitoring and Remediation of their AEM environment (score), which includes 100+ servers (noice) located onsite in TWC's own datacenter (OMG) with a 99.999% uptime SLA (100% is pretty much impossible so chill).

And it's a good thing that the monitoring and remediation capabilities that 3|SHARE throws at the world are boss as hell, designed to support effective problem detection, diagnosis, and resolution. A good thing indeed.

Who wants analysis? We do! 3|SHARE takes TWC's AEM environment and provides a wall-to-wall analysis of the fun fun fun.

Network
Ready for this? 3|SHARE creates fault-based traps by leveraging native technologies in critical network elements. We know what you're thinking: What on earth did you just say? We said this: 3|SHARE is able to identify potential issues long before they even affect AEM performance. Like the palm readers on Canal Street.

Server
Several platform specific elements -- like Syslog, ICMP monitoring, NT Event logs, Season 5 of 24, and SNMP traps are used to identify and remediate hardware and server-level events. You read that right: SNMP traps.

Storage
Any storage issue is identified prior to it actually happening, so don't even worry about it. Think about how you're worrying about it, and then stop doing that.

Operating System
Critical resource metrics across the OS are identified, numbered, publicly shamed and then complimented in order to mess with their heads, etc. in order to identify drains and bottlenecks that could impact the AEM environment. Whatever it takes.

MongoDB/CRX
A part of monitoring everything that moves or makes sounds is accessing logs and events in the system, and so that's also what 3|SHARE does.

Backup
Issues happen because the world is cold and dark, and that's why 3|SHARE doesn't hesitate to use best of breed backup management tools to report on failures and then tell TWC about it like adults, before advising them on the appropriate course of action to take. The kids table is that way.

3|SHARE has preposterously sweet monitoring and remediation capabilities, specifically designed to support detection, diagnosis, and resolution of problems. It's about adding things to the table, not taking away from it.

MANAGEMENT AND ADMINISTRATION

TWC's Adobe Experience Manager environment rests lovingly in the comforting arms of 3|SHARE's complete day-to-day Management and Administration.

A 99.999% uptime SLA is only part of the silky-smooth day-to-day management experience that 3|SHARE benevolently provides for TWC's AEM environment.

Montly reports also included. These monthly reports speak openly about issues with the thoroughly grown-up intention of resolving them. It's great.

And 3|SHARE is the fixer, if you will -- even if a problem didn't come from them, they're the ones to fix it.

Think of Harvey Keitel in 'Pulp Fiction,' but less blood.

Management and administration services' includes all of the following genuinely fantastic things, which will come with an all-caps parenthetical re: how 3|SHARE feels about said service:

• Ongoing scheduled maintenance (BOOM)

• Production changes (SICK)

• Performance analysis (YES)

• Third-party vendor management (OKAY)

• Hot fixes (WEIRD)

• Patching (SURE)

• Code promotion (LIKE CLUB PROMOTION BUT FOR CODES)

• Log rotation (YEP)

• Backups (SAFETY FIRST)

ADVANCED SUPPORT

3|SHARE's ROM for AEM is the best, because it comes with something called "Advanced Support," which sounds simple but isn't because it includes all of these things:

- Guidance, both with designing new service practices and on overall life choices, like "Coke or Pepsi?" (A: Neither)

- Continuous security assessments. Example: "You're safe; You're safe; OH MY GOD LOOK OUT; You're safe," etc.

- Access to 3|SHARE's technical leadership. TWC has the keys to the mothership.

- Continuous improvement guidance. Who are we if not evolving?

- Assistance with service management processes. Who couldn't use a helping hand?

- Identifying knowledge requirements with Schwarzenegger's eye from the Terminator movies.

- Reference architecture, whatever that means.

- Standards and tools. Back to the basics, folks.

- Maximization of TWC's Adobe Experience Manager investment. Bang, meet buck. You two will be friends.

BENEFITS

Among the Many Benefits of 3|SHARE's ROM Solution:

Reduced costs

TWC had to hire a team of skilled professionals that they had to pay to administer around the clock administration of their AEM platform. Whoops, just kidding -- they actually just utilized 3|SHARE's ROM service and stopped worrying about it entirely. My b.

- AEM's total cost of ownership is actually reduced with 3|SHARE's ROM professional services. Get a load of that.

- No variable support costs. It reads so sweet. Gonna say it twice. No variable support costs. Ahhh.

- Competitive prices. Reasonable, even. Dare we say.

Improved efficiency

Since 3|SHARE is pretty much the most competent force on planet Earth, complete with expertise, experience, economies of scale, freshly baked banana bread, etc., TWC can easily take advantage of our built-in efficiencies that other companies may not boast. This means that TWC can focus on they-selves for once, you know what I mean? Developing website content. Customer service offerings. Getting in shape! Oh, and it also helps that 3|SHARE's ROM is scalable. Scale it forward. Scale it back. You do you.

Less downtime

Complete administration and monitoring of TWC's AEM means all things go, all of the time -- whether it's repairing potential website issues, third-party content feed problems (yuck), 3|SHARE is ALL OVER IT, and able to give advice on how to fix it in the future. If you got a problem, yo, we'll solve it.

Increased performance

TWC's Adobe Experience Manager environment is just going to run better because 3|SHARE is around. Them's just the facts. No substitute for expertise and experience.

Greater flexibility

Some people have referred to 3|SHARE as "laid back" and perhaps even "chill," and that's not without reason: whereas other service providers may scoff at allowing a company to host servers at the datacenter of their choice, 3|SHARE's like "(shrug) Sure, dude."

Because 3|SHARE's ROM services can and do thrive from wherever. Not even a thing.

ABOUT TWC:

Time Warner Cable, Inc. is the second largest cable company in the U.S., operating in 29 states with 31 divisions, as if you didn't already know how badass they were.

It provides video, high-speed data and voice services to 15 million (!!) customers, and owns several local news and sports channels. Or "pwns," if you're a Youtube commenter.

Time Warner Cable Business Class basically rolls out of bed and offers data, video and voice services to businesses of all sizes, cell tower backhaul services to wireless carriers and enterprise-class, cloud-enabled hosting, managed applications and services. NBD.

Time Warner Cable Media, the advertising arm of Time Warner Cable -- and we mean "arm" in the traditional sense of the word, muscular, toned, tattooed if you prefer, etc. -- offers national, regional and local companies innovative advertising solutions.

More information about the services of Time Warner Cable is available at **www.twc.com**, **www.twcbc.com**, and **www.twcmedia.com**, and the only reason these websites are thriving at full capacity is… well, you know.

TWC leans hard on 3|SHARE's shoulder as 3|SHARE manages their complete AEM environment to the tune of a 99.999% uptime SLA. Not 99.99% -- 99.999%.

ABOUT 3|SHARE:

3|SHARE is a Business Plus Level Adobe Systems Solution Partner, leading service provider of AEM, member of Adobe's Partner Advisory Board, and firm believer in the power of a nice hot shower.

Focused solely on the Adobe Marketing Cloud suite, 3|SHARE is set apart from other firms by its highly skilled consultants, innovative tools, unparalleled commitment to client success, and its vaguely manly musk. Headquartered in the splendiferous Carlsbad, CA, 3|SHARE specializes in Consulting, Training, and Remote Operations Management (ROM) for clients throughout North America and the rest of space and time.

THANK YOU