

# Faronics Deep Freeze

## ABS-CBN CORPORATION

### CASE STUDY



# Background

ABS-CBN Corporation is the leading information and entertainment multimedia conglomerate in the Philippines. The company is primarily involved in television and radio broadcasting, as well as in the production of television and radio programming for domestic and international audiences and other related businesses.

It produces a wide variety of engaging, world-class entertainment programs in multiple genres and balanced, credible news programs that are aired on free-to-air television. It is also one of the leading radio broadcasters, operating eighteen radio stations throughout the key cities of the Philippines.

ABS-CBN provides news and entertainment programming for nine channels on cable TV and operates the country's largest cable TV service provider. The Company also owns the leading cinema and music production and distribution outfits in the country. It brings its content to worldwide audiences via cable, satellite, online and mobile.

*The Post Production department was experiencing issues such as unauthorized change of applications, software misconfiguration and computer downtime. There was no policy to prevent staff from installing or uninstalling programs. In other words, standardization of software and workstations was non-existent.*

## Problem

Of the 118 workstations in the Post Production department, 80 workstations were in the Editing section. There were 18 workstations in the Audio Post Production section and 20 workstations in the Visual Effects section.

The Post Production department was experiencing issues like unauthorized change of applications, software misconfiguration and computer downtime. There was no policy that prevented staff from installing or uninstalling programs. In other words, standardization of software and workstations was non-existent.

In addition, the department often faced issues ranging from virus affection to accidental system misconfiguration due to misuse of staff. Such misuse caused severe problems due to which the computers had to be pulled out of commission. When one or few workstations were not operational, the department's productivity got hampered.

Due to the nature of the industry, the Editing section needed to be operational all the time. Therefore, whenever a computer was down, the end user would have to waste productive time of over four hours to get it back in shape. During this downtime, the IT department would typically deploy over 4-5 members to restore the workstations.

Lost productivity due to computer issues and personnel cost to fix computers translated to a loss in terms of the recurring operational cost for the Post Production department and for ABS-CBN.



Since Deep Freeze was installed, the department has only had to do a twice a year maintenance updates to its workstations.

*Mr. Jerome Bartolome  
Media Administrator, ABS-CBN*

## Solution

The Media Administrator, Mr. Jerome Bartolome, knew about Deep Freeze through a relative's recommendation. Mr. Bartolome saw the need for such a solution to help the Post Production department tackle the rising IT issues. Deep Freeze's ability to freeze the hard disk drive gives the computer users total freedom while ensuring that any changes made during a user session will be removed upon computer reboot. **Software misconfiguration, accidental deletion, and unauthorized installing/ uninstalling are no longer issues.**

After deploying Deep Freeze, the facilitators from the Post Production department were themselves able to restore computers back to their pre-desired configuration with a simple reboot. Only in special occasions, assistance of 1-2 members of the IT staff was required.

When the issues related to the computer software got eliminated, the Post Production department was now able to focus on creating engaging, world-class entertainment programs instead of 1) having to worry about about computer issues arising during user sessions or 2) having to wait for the workstations to be fixed.



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