

SD-WAN aaS solutions that support growth, scale, and expansion

CAPTIVATE

Captivate is an industry-leading provider of video screens for advertising and communications. They have one of the largest digital screen footprints in North America, primarily targeting audiences in luxury residential and office buildings, streaming advertisements on behalf of agencies and brands nationwide.

Approach

To meet their clients' expectations, Captivate needed a resilient and reliable way to connect and broadcast to their nationwide video screens—any downtime would cause strain on client relationships and prevent the completion of Captivate's full SOW. TechChoice evaluated fitting aaaS solutions with features that accommodate growth, the challenges unique to Captivate's industry and service, and the increasing need for secure video delivery.

TechChoice narrowed down the best solutions for secure and reliable video solutions, delivered through the cloud to enhance resiliency and accommodate a wide breadth of locations.

Solution

TechChoice presented options to Captivate, who ultimately chose GTT Communications, Inc. as their service provider. GTT SD-WAN enables Captivate to transmit video content from a centralized platform for more flexible and responsive video service to Captivate clients, including property owners and managers as well as advertisers. GTT SD-WAN is configured with broadband connectivity to each building location, coupled with 3G/4G wireless access to deliver optimized network performance and enhanced resiliency.

Outcome

GTT's SD-WAN solution enabled Captivate to deliver their client's ads, accruing more than 2 billion impressions per month, with high-quality video that is reliable via a scalable and secure network solution.

Business Challenge

Captivate came to TechChoice with an industry-specific challenge— to transmit real-time video content to nearly 1,700 premier building locations across North America while enhancing security and increasing network uptime. In addition to these immediate challenges, Captivate sought an aaaS solution that would continue to support them through growth, scaling, and expansion.

"GTT's SD-WAN solution is transforming Captivate's business by supporting real-time data flows between our clients' buildings, content and advertising partners, and the cloud-based applications involved in display management," commented Del McPhetridge, vice president of operations at Captivate. "The expansion to real-time, on-demand content updates requires 100 percent video broadcast uptime. We selected GTT for the performance capabilities of its SD-WAN service, the reach of its Tier 1 IP network, its premier network operation center (NOC) support, and its proven managed services track record."

"We are pleased to have the opportunity to contribute our expertise to helping determine the best network solution for Captivate to achieve their technology goals," stated Paul Storella, founder of TechChoice. "In collaboration with GTT, we have designed the most scalable, agile, and diverse network that advances Captivate's video content platform to a new level of performance for its clients."