

STAR CHANNEL runs its SAP operations on Microsoft Azure



By migrating its on-premises SAP landscape to **Microsoft Azure**, **Star Channel** improves performance, scalability and infrastructure management.

Star Channel, from 1995 until today, is constantly among the largest television stations in Greece. The company also broadcasts Star International, with a 24-hour Greek program, in Australia, New Zealand and North America (USA & Canada), to subscribers of Greek channel bouquets. Star Channel employs 400 employees, belonging to various specialties (journalists, technicians, producers, administrators), to meet the requirements of a modern television station.

Star Channel operates on SAP ERP platform from the last 15 years supporting successfully its back office operations. After researching various options, Star Channel decided to move and migrate its SAP ERP to the Microsoft Azure cloud platform and partner with Real Consulting to make the transition. Real Consulting provided complete SAP landscapes on Azure with a set of complementary managed services for Azure and SAP Systems.



"There are obvious benefits for business that make the choice to move our SAP to Azure – costs, greater access and performance, the ability to scale up and down easily as appropriate, security and backup, to name a few."

Katerina Zika
Head of Software Development

COMPANY PROFILE

Customer: STAR CHANNEL

Location: Athens, Greece

Website: <https://www.star.gr>

Number of Employees: 400

Industry: Media & Entertainment

Products and Services: Microsoft Azure

PROJECT OVERVIEW

Services Performed: On-premises SAP ERP 6.0 and SAP BW migration to Microsoft Azure

Project Duration: 4 weeks

Go-Live: May 2018

Benefits: Increased flexibility and performance, reduction of IT infrastructure costs, better infrastructure management and support.

Star Channel's goal has always been to further strengthen its position on the television horizon, with equal emphasis on both the news and entertainment sectors, through the provision of television programs that meet the interests and needs of the widest possible range of viewers.

Legacy IT infrastructure is a big challenge for older and larger media organizations because of the scalability. The size of the data, and the massive compute required to perform faster transactions and reporting on this data, makes the cloud inevitable.

Given the continuous demand for innovation, Star Channel was looking for ways to increase its flexibility and adaptation to new SAP applications and technological platforms.

Star Channel wanted to migrate its SAP infrastructure to the cloud environment since the platform had to be managed with a cost-effective approach. At the same time, the performance of SAP platform and intensive operations became critical and required better management of infrastructure and data storage resources.

"In this technology-driven world, media companies need to embrace the latest technologies without any limitations in capacity and performance. The migration of our SAP systems to Microsoft Azure that we conducted with the help of our partners in Real Consulting is fully aligned with our strategy in business scalability, digital transformation and innovation."

Katerina Zika

Head of Software Development

Real Consulting offered Star Channel its help to boost its SAP systems through migration to Azure with enhanced agility, lower TCO, higher availability performance and capacity.

At the same time Microsoft Azure and Real Consulting offer the opportunity for fast and flexible deployment of additional SAP systems on the cloud, which increases the company's ability to adopt new technologies and creates places for innovation.

Why Real Consulting ?

By having more than 18 years of SAP experience in business transformation across numerous industries and by following both SAP and Microsoft best practices, our high skilled and certified consultants for SAP installations, upgrades, migrations and project management can ensure the optimum and successful transition of your SAP on-premises installation to Microsoft Azure.