



Selective outsourcing partnership with WARDY IT Solutions and Linchpin People helps MediaRadar focus on strengthening their competitive edge

Executive Summary:

MediaRadar's competitive advantage is their intellectual property – the differentiator that has propelled them to market leadership in their field. Because mission critical computing underpins MediaRadar's ability to fulfil their service obligations to clients, they invest in the best resources to ensure uninterrupted service delivery. Their business depends on Microsoft SQL Server powered databases and MediaRadar looked for the best resources to meet the needs of supporting their database framework. After comparing in-house and partner solutions, they engaged with their proven technology partner Linchpin People and invested in a subscription of WARDY IT Solutions' Virtual DBA support services. The complementary relationship between WARDY IT Solutions and Linchpin People set flexible demarcation lines dividing operational and strategic tasks. WARDY IT Solutions take care of daily operational assignments with their around-the-clock Virtual DBA service and copy Linchpin People with all correspondence. In the event of a critical situation, all resources can be mustered providing a quick response to resolve any issues. This approach was more cost effective and adaptable than having a dedicated team of SQL DBAs on MediaRadar's payroll, with the annual savings estimated at around \$100,000.00. These savings are directly channelled back into product development and research, ultimately benefiting MediaRadar customers.

- MediaRadar has reduced operating costs by \$100K P/A with selective SQL Server DBA outsourcing
- Constant monitoring and daily reporting helps proactively improve application health
- MediaRadar's IT leaders spend more time engaged in strategic tasks rather than operational oversight – a better outcome for a fast growing technology start-up
- Reporting and interaction with the WARDY IT Solutions Virtual DBA team is responsive and very much a person-to-person engagement that engenders trust
- Linchpin People and WARDY IT Solutions collaborate closely to make sure that the best outcomes for MediaRadar are achieved
- Microsoft SQL Server is a highly robust but complex server technology with only a small fraction of the feature set typically used by most organisations

About MediaRadar:

MediaRadar performs media reconnaissance on more than 2.6M brands across print, digital, TV, social media and other omnichannel advertising platforms. They correlate and evaluate this information then provide it to their clients who use these insights for brand analysis, sales prospecting and competitive assessments. This curated information can assist their clients with market research, data licensing and customised data-harvesting applications. MediaRadar harnesses the power of the Cloud to host their Software-as-a-Service framework and invests in deft software algorithms to maintain their technical and service driven market leadership.

- Established in 2006
- 400 employees
- www.mediaradar.com
- New York, NY, USA
- Media



WARDY IT Partner - Linchpin People:

Linchpin People specialises in providing expertise and resources to assist their clients achieve the best performance and business ROI from their Microsoft SQL investment. In addition to providing their Senior DBA As-A-Service, they offer SQL Server services, training, mentoring and assist clients to keep their SQL Server databases performing at their optimum levels.



WARDY IT Solutions responds almost instantaneously to our enquiries with an engineer, not an email auto-responder replying. Having never experienced this grade of support before. The WARDY IT Solutions and Linchpin People service levels still amaze me.

Eugene Shustef
VP Product & Development



Business Driver:

Technology companies like MediaRadar focus on software development and accruing intellectual property that increases the market value of their products. This creates a competitive advantage and defines their product's value proposition. To meet this business driver MediaRadar's technology professionals focus on refining algorithms that enhance their product's core feature set. Selective outsourcing seemed like an ideal solution to meet the challenges that fell outside these definitions but MediaRadar were disappointed with previous service provider engagements because expectations were not met. The main stumbling block was defining what "best effort" meant in the context of mission critical service availability. There was an exception to this general rule with technology partner Linchpin People providing MediaRadar with their Senior DBA-as-a-Service. This service set the benchmark for responsive, focussed SQL Server application support that addressed the cutting edge of their business requirements. MediaRadar sought an equivalent solution to meet daily operational tasks that didn't require advanced DBA engineering skills. Linchpin People suggested that MediaRadar consider their business partner WARDY IT Solutions' award winning Virtual DBA subscription to fulfil this requirement.

Solution:

WARDY IT Solutions were given the opportunity to provide their Virtual DBA service to MediaRadar through their formal business partnership with Linchpin People. The decision soon paid off when a MediaRadar team member executed a seemingly innocuous SQL script that caused an unexpected system crash. The crunch came when an error message alerted the administrators that a 72 hour recovery time was required to restore full services. This was completely unacceptable as thousands of MediaRadar clients depended on the media services they provided. A high-severity alert was raised and the resources of WARDY IT Solutions were quickly mustered to diagnose the fault condition and get systems back online. WARDY IT Solutions SQL Server DBAs worked feverishly diagnosing possible causes for the outage and coordinated workarounds to regain service availability. Full service was restored within a 1.5 hour window. WARDY IT Solutions Virtual DBA service exceeded expectations when needed, delivering a great business outcome for the company and completely justifying MediaRadar's trust.

Outcome:

Recovering MediaRadar's SQL Server database services during an unplanned outage, eliminating any impact of the customers, proved the value of the WARDY IT Solutions and Linchpin People collaborative partnership. It also validated the value of having on-call engineering expertise available from WARDY IT Solutions and Linchpin people. The relationship is more collaborative than just a typical IT support agreement because knowledge exchange is a key part of the engagement. A feature of WARDY IT Solutions Virtual DBA service much appreciated by the administrators is the nearly instantaneous response from a real person within the support team when lodging an issue or enquiry. It's that personal touch that marks the difference between WARDY IT Solutions and the also-rans who supply competitive offerings.

Conclusion:

Knowledge, experience and confidence are the traits that MediaRadar identified as making the WARDY IT Solutions and Linchpin People partnership work. Both organisations having repeatedly proven their worth and as a combined force, their deliverables have consistently exceeded expectations. For MediaRadar the subscription's value proposition means that the skill-set needed matches the challenge of the task and is priced accordingly. The levels of service they receive is a reflection of the high calibre of the people they interact with. To attain the broad level of skills needed from internal resources would strip funding away from the core competitive differentiators that have helped MediaRadar grow rapidly during their first decade of trading. Microsoft's SQL Server database server is powerful and resilient, but very complex with most customers only using a small fraction of the software's features. Having access to Microsoft SQL MVPs provides the opportunity for the Linchpin People and WARDY IT Solutions teams to apply their expertise towards building a more robust and adaptable database framework. This complements the application development that MediaRadar's software engineers provide. Subscribing to Senior DBA as a Service and Virtual DBA maximises the ROI that MediaRadar can achieve from their budget and pays ongoing dividends that significantly outweigh their investment costs.

- The foundation of the relationship is earned trust and mutual respect
- WARDY IT Solutions and Linchpin People are active contributors who help define database and infrastructure strategy as part of their services
- A better ROI is achieved because most organisations only use a fraction of the features available from the robust Microsoft SQL Server feature set
- A daily summary report provides a constant health check, granular analysis of daily performance and tracks trends needed for capacity planning
- Uptime targets are improved thanks to detailed reporting and analysis reviewed daily by Linchpin People and WARDY IT Solutions
- It's the personal, human touch that makes a huge difference to the relationship with service desk personnel who rapidly respond to issues unlike industry practice using

Products and Services:

- WARDY IT Solutions Virtual DBA
- DBMonitor & SQL Server Business Analytics
- Daily Status and performance reports
- Linchpin People Sr. DBA as a Service



About WARDY IT Solutions:

WARDY IT Solutions is Australia's leading SQL Server and Business Intelligence specialists. The company creates solutions that enable businesses to maximise returns on their investment in knowledge management. Through the extensive use of Business Intelligence, WARDY IT Solutions helps their clients to realise the best possible dividend from their data assets. WARDY IT Solutions have received numerous industry accolades, most notably the prestigious Microsoft Global Platform Partner of the Year in 2013. The organisation is recognised internationally for their innovative solutions, training skills and unwavering commitment to education and furthering the interests of the broader Microsoft SQL Server community.



Contact Us

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About WARDY IT Solutions

WARDY IT Solutions is a highly awarded global leader who help clients realise the best return on their SQL Server investment.

Our Competencies

- Microsoft SQL Server Consultants
- Microsoft SQL Business Intelligence
- SQL Server Training and Support
- Virtual DBA