Cataneo Turns to Apps Associates to Keep Their OCI (Oracle Cloud Infrastructure) Environment Optimized and Agile

apps® associates

Cataneo is a media industry leader in content lifecycle for Ad Sales, Scheduling, Traffic and Rights Management across all mediums, including linear, online, and non-linear. With over 20+ years of experience and many veteran staff members, they are media experts managing 200+ channels across 4 continents.

Their goal is to provide cross-media and cross-channel platform designs that are unique, flexible, and tailored to meet specific customer needs for all types of media companies.

200+ channels 1000+ users

Facilitates ad sales revenue of US $ 4 billion

Active on 4 continents

The Challenge

Cataneo was working with an outdated, classic set up of on-premises applications hosted in data centers. As a result, they faced many risks regarding regulations, compliance, security, and modern technology amongst other daily challenges. It became exceedingly difficult for Cataneo to scale up with their existing environment — the time had come for them to move to the Cloud. Cataneo's applications relied mostly on Oracle technology and because of that, it was a natural decision to move to Oracle Cloud Infrastructure (OCI).

Soon after the migration, Cataneo realized the need for ongoing management services for their Oracle and non-Oracle workloads hosted on OCI. They needed a partner that could optimize their infrastructure and applications, keep standards high, and engage stakeholders — all while executing on their future vision to eliminate downtime.

For this, they turned to apps associates

The Solution

There were several candidates considered for this engagement, but only Apps Associates had been highly recommended by a previous partner whom they trusted. Cataneo needed a partner with specific expertise who could manage their entire OCI environment, enable significant cost savings, increase agility, and create zero business disruption. Cataneo was also keen to have a partner who understood the value of properly onboarding their support resources so that there was a clear understanding of Cataneo's infrastructure and expectations. They needed a partner who was available 24x7x365 and got it right the first time. Cataneo found that in Apps Associates.

> *Apps Associates is an extension of our team, our secret weapon and a partner who always has new approaches, suggestions and solutions.*
>
> - Ahmed Eisa, Technical Director at Cataneo

By utilizing AppsAssurance for OCI Managed Services (a proprietary offering of Apps Associates), Cataneo no longer needs to interface with Oracle directly for support issues. Apps Associates is there to mitigate query issues, create a disaster recovery policy, and troubleshoot anything related to Cataneo's infrastructure. Apps Associates can handle any issues on their behalf and do the heavy lifting so that Cataneo can focus on the mission-critical issues of their business.

The relationship between Cataneo and Apps Associates is one of a true partnership. "Apps Associates is an extension of our team, our secret weapon and a partner who always has new approaches, suggestions and solutions" says Ahmed Eisa, Technical Director at Cataneo. "Is it always perfect, absolutely not, however we have conflicts, work through it, and get the job the done."

Benefits and Lessons Learned

Cataneo has learned that when going through a cloud transformation, you cannot always predict the future or what challenges you may face. The biggest driver of success is understanding that there will be challenges along the way. However, with the right team and support model you can overcome them to achieve the desired outcome. If your partner understands your vision and goals, they work with you to achieve them.

Utilizing a tenured partner with expertise in managed services affords your organization the opportunity to focus on the tasks that will drive improvement and innovation, while your partner manages the technical details and infrastructure.
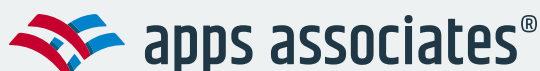
Partnering with Apps Associates has resulted in increased agility, cost savings, and eliminated downtime.

Cataneo's goal is to focus on the big picture. With Apps Associates managing their Oracle Cloud Infrastructure environment, they have realized increased efficiencies, reduced time spent on manual tasks, and developed a systematic, seamless approach to resolve infrastructure issues. Cataneo now includes Apps Associates when meeting with suppliers to obtain their input in the decision-making process. "We work together as one team, Apps Associates is absolutely amazing" says Ahmed Eisa, Technical Director at Cataneo.

About Apps Associates

Apps Associates is a premier enterprise applications and technology advisor, counseling and executing across every stage of the enterprise transformation journey—not just the destination. For more than two decades, Apps Associates has closely collaborated with decision makers across nearly every industry, offering end-to-end integration, modernization, and cloud migration services. By helping to break down the silos within today's most complex business challenges, Apps Associates is unlocking solutions and efficiencies that scale into future opportunities.

To learn more about how Apps Associates can help align your business with the right technology, visit: www.appsassociates.com, or follow Apps Associates on social media on LinkedIn.

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