



Exceptional
Customer
Contact

WHITE LIGHT PUTS CLOUD-BASED TECHNOLOGIES CENTRE STAGE WITH IPI



WHITE LIGHT
LIGHTING • AUDIO • VIDEO
a d&b solutions company

CLOUD

IPI has been supporting White Light's IT infrastructure needs since 2016, delivering expertise and services that allow White Light to focus on its business without the distraction of sourcing and maintaining IT requirements. This IT support includes the delivery of essential operational technology such as internet connectivity and the provision of IT equipment, as well as the delivery of cloud-hosted Line of Business applications for Finance, ERP and other business critical areas – all of which are hosted on the [IPI Cloud](#).

CUSTOMER OPPORTUNITY

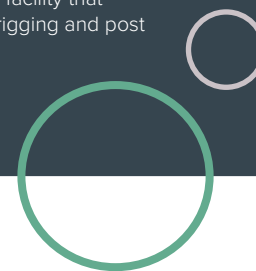
In 2020, with the dramatic change of the IT landscape as a result of the pandemic, White Light's IT requirements also evolved. It needed to support the remote working of circa 300 users across four sites, so collaborative technology such as Office 365 and next generation cloud services were a priority.

It also needed to support the changing requirements of its customers who were unable to continue with live events due to Covid-19 restrictions. White Light was able to offer its customers SmartStage® – an immersive video environment which replaces the traditional green screen element of a virtual studio and allows presenters and audience members to see and interact with the content around them.

SmartStage has been a pivotal aspect of White Light's business continuity during the pandemic, enabling customers to continue producing content while also generating a strong revenue stream for White Light whilst its main business of renting out lighting and sound equipment slowed down. During Covid restrictions, White Light's main SmartStage was run out of its Wimbledon HQ. As SmartStage requires resilient and strong connectivity, the main challenge for IPI was to ensure that White Light could stream and transmit the video in and out of the venue at a high definition and quality.

ABOUT WHITE LIGHT

White Light is a technical solutions specialist operating in a range of markets including theatre, corporate events, broadcast, live music, themed attractions, retail and education. Celebrating its 50th anniversary in 2021, White Light was founded in 1971 and is based in Wimbledon, south-west London. It supplies technical solutions including lighting, audio, video and rigging to projects of all sizes across the UK, Europe and worldwide. Its clients include ITV, Gucci, Selfridges, BBC Worldwide, Warner Brothers and Westfield. It also boasts Studio15, a state-of-the-art studio facility that clients can use for demonstrations, pre-rigging and post production work.





HOW IPI ENABLED IT

During this period, IPI and White Light's service agreement was coming up to renewal. However, as a result of IPI's continued expert support and consultancy-led methodology, White Light signed a new contract with IPI in April 2020.

This ongoing relationship enabled IPI to hit the ground-running with a company-wide transition from legacy to cloud services, including the roll-out of and migration to Office 365, One Drive and SharePoint, all during lockdown. IPI conducted migration workshops with White Light and leveraged its IT expertise to transition the client from on-premise Microsoft hosted applications to cloud-based Office 365. This included consulting on the process change needed to migrate from the use of email to Microsoft Teams and other collaborative channels to modernise White Light's business communications. White Light's hosted applications were also migrated to IPI's new cloud platform, IPI Cloud, **ENHANCING RESILIENCE** and **IMPROVING PERFORMANCE AND CAPACITY**. All this enabled White Light's employees to work remotely securely and effectively.

Alongside this, IPI implemented a new software defined networking service, using SD-WAN, across White Light's four sites, equipping them with even more flexible and performant Wi-Fi and internet connectivity as well as next generation security services. This additional capacity and flexibility were crucially deployed early on in the pandemic and were able to support White Light as it pivoted from renting and operating equipment at customer premises to hosting its customers on site with SmartStage.

For SmartStage, IPI provided White Light with internet circuit switching and firewalling on site. Within two weeks of confirming White Light's requirement for firewalled internet access, IPI mobilised engineers who adapted White Light's existing internet connection and deployed one of IPI's Fortinet next generation firewalls. **WHITE LIGHT WAS UP-AND-RUNNING WITH LITTLE TO NO DISRUPTION TO ITS BUSINESS**, and the connection has been performant, stable and secure ever since.

SOLUTION DELIVERED
WITHIN TWO WEEKS

BROADCAST QUALITY
TRANSMISSION WITH
NO LOSS OF SERVICE

NOW CAPABLE OF
TRANSFERRING
2GBPS THROUGH
ACTIVE/ACTIVE
SD-WAN





RESULTS

The transition to cloud-based technologies for its remote workers and the introduction of an even more secure and performant internet connection enabled White Light to continue supporting its customers, even amid lockdown restrictions.

This included hosting Eurosport at its SmartStage studio in Wimbledon, delivering network connectivity for Eurosport to be able to deliver two live broadcast services, as well as hosting an e-sport event and the US Open tennis coverage. The flexibility of the IPI SD-WAN offering enabled White Light to react to its customers' needs and deliver a segregated network to bring in live video feeds, and transmit high-quality broadcast footage through the site in real time. White Light continues to conduct live video interviews from the virtual stage at its headquarters, with IPI always available for support.

White Light also recently relocated one of its SmartStages to the Science Museum in London. Here, IPI deployed another SD-WAN box to provide connectivity back to White Light's corporate environment and deliver Wi-Fi securely for the staff on the ground. With IPI's support, technology and expertise, White Light does not have to wait for dedicated circuit installs at event spaces and receives the same services and security that it has at its HQ, wherever the SmartStage is operating.

Looking forward, IPI will continue to deliver expert IT consultancy and support to White Light, as well as next generation cloud services that will enable the client to continue delivering top-performing technology to its customers.



Exceptional Customer Contact

OUR CUSTOMER IS HAPPY BECAUSE:

The move to new, cloud-based technologies has enabled us to become more agile and continue to deliver exceptional service to our customers, even during the challenging times of the pandemic. Our collaboration with IPI has given us much greater resilience and peace of mind for maintaining vital communications and lines of business at all times. We see our relationship with IPI as a true partnership that is delivering value to the business and helping us to succeed now and in the future.

Bryan Raven, Managing Director, White Light