



2016 HPE Software Innovator Awards

Kishore Thota, NBCUniversal

Honorable Mention

Enable Workplace Productivity

Software

- HPE Application Lifecycle Management (ALM)
- HPE LeanFT
- HPE LoadRunner
- HPE Network Virtualization

NBCUniversal extends global media and entertainment leadership with performance-engineered applications enabling innovative new digital programming as well as traditional broadcast delivery across multiple lines of business

High-level overview

Using HPE Software, NBCUniversal realized the following benefits:

- Spearheads innovative push into digital and enterprise programming in addition to broadcast content delivery performance engineering practices
- Ensures diversified media conglomerate's wide range of internal business and customer facing .com applications deliver excellent performance even during peak demand (example: nbcnews.com during elections)
- Performance-engineers 1,100 applications across a wide variety of technology platforms: Oracle, Microsoft, Java, thin client, thick client, Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP). Use cases include B2B, B2C and B2E
 - Gains the agility, flexibility and scalability to support a huge variety of enterprise technologies
 - Ensures environments can meet load demands—i.e., Microsoft Exchange environment can support 200,000 simultaneous email messages
- Improves accuracy of software testing by incorporating real-world network conditions into load and performance testing processes

(HPE Network Virtualization integrated into HPE LoadRunner)

- Analyzes test results to isolate potential bottlenecks, gains custom performance optimization recommendations
- Achieves zero production outages on 85% of applications

Company

NBCUniversal is one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience. It owns and operates a portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corp.

Contact

Kishore Thota is Manager of Performance Engineering and Tool Administration at NBC Universal. He has used HPE LoadRunner since 1998.

Business goals

With roots that reach back to the early 20th century birth of the motion picture industry, NBCUniversal today is a global media and entertainment giant with operations ranging from NBC News to Universal Studios in Hollywood and Japan. NBC Sports, Universal Pictures, Fandango, GolfNow and Hulu are among the dozens of NBCUniversal businesses—all supported by a wide range of media and business applications. New applications are constantly introduced into production and existing ones enhanced. In addition to using traditional broadcast delivery platforms, NBCUniversal is a major force in the rise of digital programming. Thota's performance engineering and tool administration organization is responsible for quality assurance certifying that each application meets load and performance requirements.

HPE Software products implemented

- HPE Application Lifecycle Management (ALM)
- HPE LeanFT
- HPE LoadRunner
- HPE Network Virtualization

HPE Partner

Capgemini Consulting supports Thota's team with performance engineering services including requirements definition, scoping, scripting and execution analysis. This HPE Partner's solution expertise enables NBCUniversal to maximize the value of its testing software, accelerate time to value and deepen understanding of the analytics generated.

Additional benefits

Using HPE Software, Thota and his team ensure that NBCUniversal's multi-platform internal and external applications meet business requirements, perform reliably under peak loads, can be updated frequently without releasing defects into production and support the media giant's global leadership in digital and broadcast platforms across multiple lines of business.



Sign up for updates

★ Rate this document



**Hewlett Packard
Enterprise**