

## France Télévisions Publicité

### CASE STUDY

Trapeze wireless LAN allows sales teams to share bandwidth-intensive media applications and visiting clients review accounts and advertising portfolios in the company's offices.



**France Télévisions Publicité, one of France's top media firms, is revolutionizing the delivery of television ads and integrated media packages all across the country.**

**"With Trapeze, there were no surprises. The wireless LAN configuration on paper worked well in practice, which is unusual for the IT industry."**

— Nicolas Delaire  
Systems and Networks Manager  
France Télévision Publicité

As the advertising arm of the France Télévisions Group, the company is responsible for marketing advertising space and sponsorships on France 2, France 3 (both nationally and regionally), France 4 and France 5, as well as a number of specialty channels such as National Geographic Channel, Discovery Channel, Euronews on France, E! Entertainment, Sci-Fi and TV5.

With more than 1,000 of its advertising spots broadcast each day, France Télévisions Publicité must maintain its edge in a competitive and constantly evolving market. To do this, the company installed an internal Wi-Fi network for employees and clients.

#### Objective

To bring Wi-Fi to France Télévisions Publicité, the company's IT department started testing various wireless LAN technologies. The team was looking for a Wi-Fi solution that could initially support large advertising content files. Once the wireless LAN met those requirements, IT wanted to open it up to visitors and guests.

Based on the initial experiences of setting up small, ad hoc networks using trial access points (APs), France Télévisions Publicité realized it needed an enterprise-grade wireless LAN with high-performance, administrative and security features.

The IT department wanted a solution that would allow it to configure an entire group of APs at once and support automated software updates. On the security front, the wireless LAN system needed to support all the leading standards and encryption technologies.

#### Solution

Following an in-depth assessment that included collaboration with systems integration partner Silicomp Réseaux, France Télévisions Publicité selected the Trapeze wireless LAN Mobility System®.

During the project's initial stage, France Télévisions Publicité's goal was to provide corporate employees with wireless LAN access using Trapeze Mobility Exchange® (MX) controllers and Trapeze Mobility Point® (MP) access points.

The Identity-Based Networking capabilities of the Trapeze Mobility Exchange controller enables France Télévisions Publicité to consistently associate users with their respective policies— virtual private groups, ACLs, authentication, usage tracking, location tracking and network statistics—no matter where they roam.

If France Télévisions Publicité adds new Trapeze wireless LAN controllers, the previously installed Mobility Exchanges will share users'

## DESCRIPTION

France Télévision Publicité, the advertising subsidiary of the France Télévisions Group, markets advertising space and sponsorships on a number of television networks all across France. The company broadcasts an average of 1,000 advertising spots a day.

## OBJECTIVE

- Give employees wireless connectivity from multiple areas throughout the office environment
- Deploy a reliable, secure and scalable Wi-Fi network that provides Internet access for guests and visitors
- Ensure the wireless LAN features easy administration and robust security features

## SOLUTION

- The Trapeze Mobility System— including Mobility Exchange controllers and Mobility Point access points— delivers wireless access to corporate employees
- Two additional Mobility Points were installed to provide secure public access to the wireless network
- Trapeze RingMaster automates wireless LAN planning, deployment, management, monitoring and performance optimization

## RESULTS

- Wireless access is available over the Trapeze wireless LAN Mobility System in six areas throughout France Télévisions Publicité's offices, providing greater flexibility to employees and boosting productivity
- Guests and visitors can connect directly to the wireless LAN without compromising network security
- Sales teams share bandwidth intensive media applications securely over the Trapeze wireless LAN

## France Télévisions Publicité (continued)

identities among themselves, ensuring secure access to the appropriate user services and distributing intelligence throughout the Trapeze Mobility System.

France Télévisions Publicité had the option to link the Mobility Points to Mobility Exchanges directly or indirectly through the wired network across Layer 3 boundaries. Mobility Points receive their power from a directly connected Mobility Exchange or from a third-party power-over-Ethernet (PoE) device.

As the wireless LAN expands at France Télévisions Publicité and the group adds Mobility Points, configuring and deploying them will be simple. Mobility Points are tightly integrated with Mobility Exchanges, and the Trapeze Mobility System, with its RingMaster® tool suite, automates planning, deployment, management, monitoring and performance optimization.

## Results

Wireless LAN access is now available in six main meeting rooms at France Télévisions Publicité, providing greater flexibility for employees. This mobility is delivering significant productivity improvements to the company.

During client meetings in conference rooms, salespeople are able to access the corporate network, Internet and all corporate applications. Group meetings are much more effective, as employees can share files easily over the network. During the wireless LAN project's second stage, the IT department focused on expanding network access to the public. The IT department at France Télévisions Publicité contacted various hot-spot vendors, but opted not to offer visitors a fee-based service. Instead, the company wanted to offer Internet and extranet access, plus a POP messaging service.

Two new Trapeze Mobility Points were deployed for this purpose: One for the reception and basement area and another for a large meeting room on the fifth floor.

"The meeting room is also used as an audiovisual room and a technological showcase, of which Wi-Fi is integral," says Delaire. "Our external partners and the public are able to access the web and messaging services."

Even though the wireless LAN is open to guests, France Télévisions Publicité is confident the network is secure. "The high level of security offered by Trapeze impressed us," notes Delaire. "We were able to bring the Mobility Point transmitter power under control without delay, enabling us to limit access to a clearly defined area."

Using an advanced access control application called SmartPass®, visitors can connect to the wireless LAN after checking in with the reception desk. The receptionist generates a temporary user name and password, which the Trapeze Mobility System validates.