

Media and Entertainment | Romania

Smarter media creates endless connections

Dogan Media International

Lenovo's ThinkSystem SR650 V3 servers and ThinkSystem DE Series storage are enabling Dogan Media International to deliver innovative entertainment and information across Romania. By leveraging cutting-edge edge solutions, Dogan Media has strengthened its position as a trendsetter in the media market while scaling with confidence.

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Smarter
technology
for all

Lenovo

The Customer

Dogan Media International, headquartered in Bucharest, Romania, is a leading media conglomerate known for its integrated offerings across television, radio, and digital platforms. Since establishing operations in 2007 with Kanal D, the company has developed a reputation for quality, innovative content, and a seamless multi-screen experience. Dogan Media consistently ranks among the top media companies in Romania, connecting audiences through diverse entertainment and information channels.

The Challenge

Dogan Media International needed to upgrade its infrastructure to support the growing demands of its expanding portfolio, which includes two television channels, national radio coverage, and cutting-edge digital platforms. Managing massive data workloads while ensuring seamless delivery across multiple devices required a future-ready solution.



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As our portfolio expanded, the need for robust infrastructure to manage diverse content channels became critical.

Adrian Sbarcea

IT Director, Kanal D Romania

Lenovo implemented a tailored solution for Dogan Media International

Lenovo implemented a tailored solution for Dogan Media International, utilizing ThinkSystem SR650 V3 servers equipped with Intel Xeon Gold processors to enhance performance, scalability, and reliability. Complementing the servers, ThinkSystem DE Series storage provided efficient data management, ensuring high availability and seamless connectivity. Lenovo's expertise in deployment and support ensured smooth integration into Dogan Media's existing infrastructure, enabling them to scale operations and empower their creative teams without interruption.



Hardware

- ThinkSystem SR650 V3 servers with Intel Xeon Gold processors
- ThinkSystem DE Series storage



Software

- Lenovo ThinkSystem Storage Management Software
- Lenovo XClarity Administrator



Services

- Deployment services
- Ongoing technical support



The Results

With Lenovo's edge solutions, Dogan Media International transformed its operations, ensuring consistent delivery of high-quality content across TV, radio, and digital platforms. The upgraded infrastructure supports their growing portfolio, strengthens their position as a media trendsetter, and boosts scalability to meet future demands.



Enhanced data management and accessibility



Scalable infrastructure for growth



Seamless multi-platform content delivery

Why Lenovo?

Dogan Media International chose Lenovo due to its reputation for delivering reliable, high-performance solutions tailored to industry-specific needs. Lenovo's ThinkSystem SR650 V3 servers provided the processing power necessary for their demanding workloads, while ThinkSystem DE Series storage ensured scalable, efficient data management. The comprehensive support and ease of deployment enabled Dogan Media to integrate advanced technology without disruption, empowering their creative teams to deliver innovative content. Lenovo's collaboration with industry leaders like Intel further validated their choice, ensuring robust and future-ready infrastructure solutions.

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Lenovo's industry expertise and innovative solutions gave us the confidence to scale our operations seamlessly.

Adrian Sbarcea

IT Director, Kanal D Romania

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Discover how Lenovo and Intel solutions can transform your operations.

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