

CASE STUDY



ParkView™ is Proven Time and Money Saver for Cincinnati Bell

In its first year since adopting ParkView™, a service that proactively detects faults in storage, server and networking hardware, Cincinnati Bell has seen demonstrable savings of time and money.

ParkView™ is a revolutionary new remote service that proactively detects equipment hardware faults 24/7 across storage, server, and networking products. The related alerts are then securely transmitted to Park Place Technologies' technical operations, enabling more timely and accurate failure diagnosis, part identification, and necessary repair actions.

"We are saving over 8 hours per week by not having to travel to data centres and check on hardware," said Robert Kruthaupt, Cincinnati Bell's Senior Technology Team Leader. "This does not include the wear and tear for the vehicle savings."

Kruthaupt said several Cincinnati Bell data centres are not staffed or close to headquarters, so the company needed to pay employees to drive to far away locations to physically check that servers were operating, then drive back, and do it all over again in the next cycle.

"The time savings in people management is incredible," Kruthaupt said. "We have been able to reallocate associates' time to more important duties than driving to data centres and checking for blinking lights."

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ROBERT KRUTHAUPT
Senior Technology Team Lead

ParkView™ cuts diagnostic time

Cincinnati Bell is the dominant telephone communications company in the Cincinnati area, serving hundreds of thousands of customers in Ohio, Kentucky and Indiana. It has recently invested in its service region's future with a massive fibre network that reaches 70 percent of Greater Cincinnati's homes and businesses. ParkView™ is helping the transformation's tremendous success.

ParkView™ also helps dramatically cut down diagnostic time, Kruthaupt said.

"There is troubleshooting time that is hard to quantify since diagnosing certain hardware failures is problematic," he said. "Sometimes we would replace a raid controller, reboot it and learn it was not the controller, but the battery. That's probably an hour of downtime. Another example is, we would replace the raid controller and then the battery, only to learn it was actually a failed memory stick on the raid controller. This is another hour of downtime. With ParkView™, we know exactly what component has failed and replace it correctly the first time.

"In the past when we would find any issues, the technician would save all incidents and call them in at the end of the day. By using ParkView™, we are saving an entire day sometimes since the part is automatically ordered and shipped to us."

Gartner, Inc. a global research and advisory firm providing insights for leaders in IT, estimates that on average, it costs one administrator with a \$123,000 annual salary to support 64:1 Windows OS instances. That translates to \$160 in cost per OS instance, per month. Kruthaupt said, factoring in the ability to have the Park Place technician perform the repair, ParkView™ can "move the needle" on that ratio and allow clients' administrators to manage more servers per FTE. That estimate doesn't account for soft benefits such as travel time and overhead beyond the FTE.

CASE STUDY BY THE NUMBERS



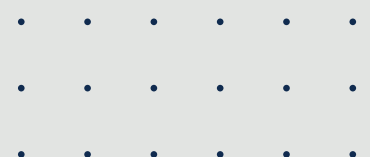
\$1.29 Billion
CINCINNATI BELL 2017 REVENUE



70% of Greater Cincinnati
CINCINNATI BELL REACH



3+ Years
PARK PLACE PARTNERSHIP



Cincinnati Bell was one of the first companies to implement Park Place Technologies' ParkView™ service. Since 1991, Park Place Technologies has provided an alternative to post-warranty storage, server and networking hardware maintenance for IT data centres. As the world's largest pure play post-warranty data centre maintenance organisation, Park Place supports more than 16,000 organisations in over 140 countries. Headquartered in Cleveland, Ohio, Park Place currently employs more than 1,200 people, and maintains offices across the globe, including San Diego, Denver, Boston, Toronto, London, Wiesbaden and Singapore.

"Park Place has always gone above and beyond for Cincinnati Bell's needs," Kruthaupt said. "Even if one of our services is not under contracted support, Park Place fixes it, then we worry about the arrangement."

"Our ParkView™ offering comes at the apex of digital transformation across numerous verticals," said Chris Adams, President and Chief Executive Officer, Park Place Technologies. "As CIOs are held more accountable than ever to be a revenue source for their organisations, this innovation allows enterprise IT to be as efficient and error-proof as possible, all while reducing costs."

How ParkView™ Benefits Cincinnati Bell

The ParkView™ support offering includes the following features:

- **Proactive Fault Detection :** ParkView™ proactively identifies faults 24/7 without the need for customer action of any kind.
- **Faster Response and Resolution Times:** Once a fault is detected, ParkView™ instantly self-creates a ticket for immediate repairs.
- **Accurate Part Identification:** Each generated ticket includes machine type, asset serial number, part number and fault description.
- **Faster First-Time Fix:** More informed alerts result in better-prepared responses and a greater percentage of first-time fixes.
- **Non-disruptive:** Automated detection and ticket creation enables your IT staff to focus on other data centre priorities.
- **Fully Supported:** ParkView™ supports all storage, server and networking equipment and all OEM vendors currently supported by Park Place Technologies.

Kruthaupt credits ParkView™ as having a great impact on Cincinnati Bell's tech transformation.

"Across the landscape, Cincinnati Bell is attempting to automate where ever possible," Kruthaupt said. "ParkView™ has helped with that challenge. We need to minimise downtime, and through predictive analysis, ParkView™ is helping us with application uptime. Business owners are happy, applications owners are happy, end users do not notice anything because there is no downtime".

"ParkView™ is enabling us to be more efficient across the board, for data centre hardware and maintenance and controlling costs."

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About Park Place Technologies

Since 1991, Park Place Technologies has provided an alternative to post-warranty storage, server and networking hardware maintenance for IT data centres. As the world's largest pure play post-warranty data centre maintenance organisation, Park Place supports tens of thousands of client organisations around the globe. Headquartered in Cleveland, Ohio, Park Place maintains offices across the globe, including in San Diego, Denver, Boston, Toronto, London, Wiesbaden and Singapore.

Park Place's award winning innovation, ParkView™, is a revolutionary automatic fault monitoring platform that leverages Machine Learning to identify issues down to the root cause in data centre hardware.