



Cloud Earth partners with leading broadcaster, NEP Australia



Thinking globally, connecting locally

NEP Group prides itself on being one of the world's most trusted outsourced broadcast production partners, with studio facilities in 24 countries. As innovation leaders, NEP continually raises the bar in broadcast technology and operational capability and has delivered various world-first technical advancements. Examples are found in NEP's delivery of high-definition outside broadcasting, remote international production of live events, sports video highlights pushed to mobile phones, and outsourced cloud-based shared production hubs.

NEP Australia runs 24-7 broadcast production studios in Sydney and Melbourne and offers mobile broadcast trucks for nationwide deployment. Amongst NEP Australia's clients are well-known household names in broadcasting, such as Australia's major television networks. Cloud Earth is proud to service NEP Australia's national workforce with voice telephony, corporate networking, internet and associated IT support services.

Outsourcing advantage

Just as NEP delivers excellence in outsourced broadcast communications, Cloud Earth offers excellence in outsourced voice and network communications.

Both companies are communications experts, and each offers best-in-breed services in their respective areas of specialisation. The Cloud Earth partnership ensures that seamless fixed telephony and corporate IT networking underpins NEP's broadcast operations.

An extension of the team

Vinh Wong, NEP Australia's Senior Systems Administrator, says this partnership has saved them time and money as they can now make more informed decisions around long-term telephony and networking requirements.



"Cloud Earth is like an extension of our team. We also use them as a sounding board for new ideas. With Cloud Earth, we know we are in good hands," he says.



A gold medal partnership to deliver the Commonwealth Games

To support NEP Australia's live global broadcast of the 2018 Commonwealth Games in Brisbane, Cloud Earth was contracted to set up temporary IT, networking and voice telephony services and equipment. Cloud Earth was trusted to rapidly deploy these on-location facilities within a strict deadline, including computers, phones, firewalls, switches, handsets, routers and associated professional services. All were successfully implemented in line with the required specifications. With these details taken care of by Cloud Earth, NEP Australia could focus on delivering a seamless live broadcast to the world.

Resilient communications in all environments

COVID-19 dramatically increased demand for remote working and unified communications. Businesses using outdated or poorly managed systems were caught off guard. NEP Australia was not, safeguarded by the quality assurance measures employed by Cloud Earth and their client-focused personalised 24-7 technical support.

Vinh appreciates the peace of mind Cloud Earth's risk management and professionalism offers.

"Alongside providing support for all our major changes and upgrades, Cloud Earth is constantly monitoring our system and proactively identifying and fixing potential issues. We know we can call them anytime, and they are so quick to respond."

Cost-effective expert solutions

Clients like NEP Australia are impressed that Cloud Earth always looks for best-practice, cost-effective solutions. Cloud Earth is a trusted expert adviser that doesn't push a specific brand or system, preferring to ensure the best fit for each business in terms of functionality needs and budget.

"In my experience, many other providers start with the most expensive solution, and you have to whittle it down from there – but not with Cloud Earth," says Vinh. "Cloud Earth make sure we have the latest technology and the best solutions. I really appreciate that they explain the upfront costs, running costs, and the cost-benefits over time of each solution, so that we can make sure we are making the best decision for NEP today and in the longer term."