

# Net LineDancer

Sega Corporation – Zero-Touch Case Study



## Summary



### Automatic configuration deployment from Japan to network devices scattered in Asian countries.

- **Industry** : Development and sales of game instruments for business. Management for amusement center operations.
- **Managing Nodes** : 200 stores in Asian countries, usually Cisco 861 or 851 routers.
- **Requirements** : Automatic configuration delivery to remote network devices at initial installation.
- **Implement Reason** : Reducing cost of initial installation in overseas and human errors in configuration.

#### Company Profile

### Sega Corporation (SEGA)

Since its establishment in 1960, SEGA (headquartered in Ota, Tokyo, Japan) has evolved as a manufacturer of amusement machines. The company entered into home video game machine market in 1983 and became one of the leading company in this market by keeping offering advanced products. The company's core competence is strong product development capability in wide range and they achieved to hold technological applied skill to produce many of "first-ever" products. Now the company receives international acclaim as one of world's leading company in game production market.

SEGA Homepage: <http://sega.jp/>

#### Problems:

- The company was spending huge amount of worker-hour costs to configure devices scattered in different stores with different line menus because they had to hire SIers in each countries.
- There were human errors in device configurations and made the company difficult to standardize configurations.
- Inefficient operations were becoming burdens for administrators.

#### Solutions:

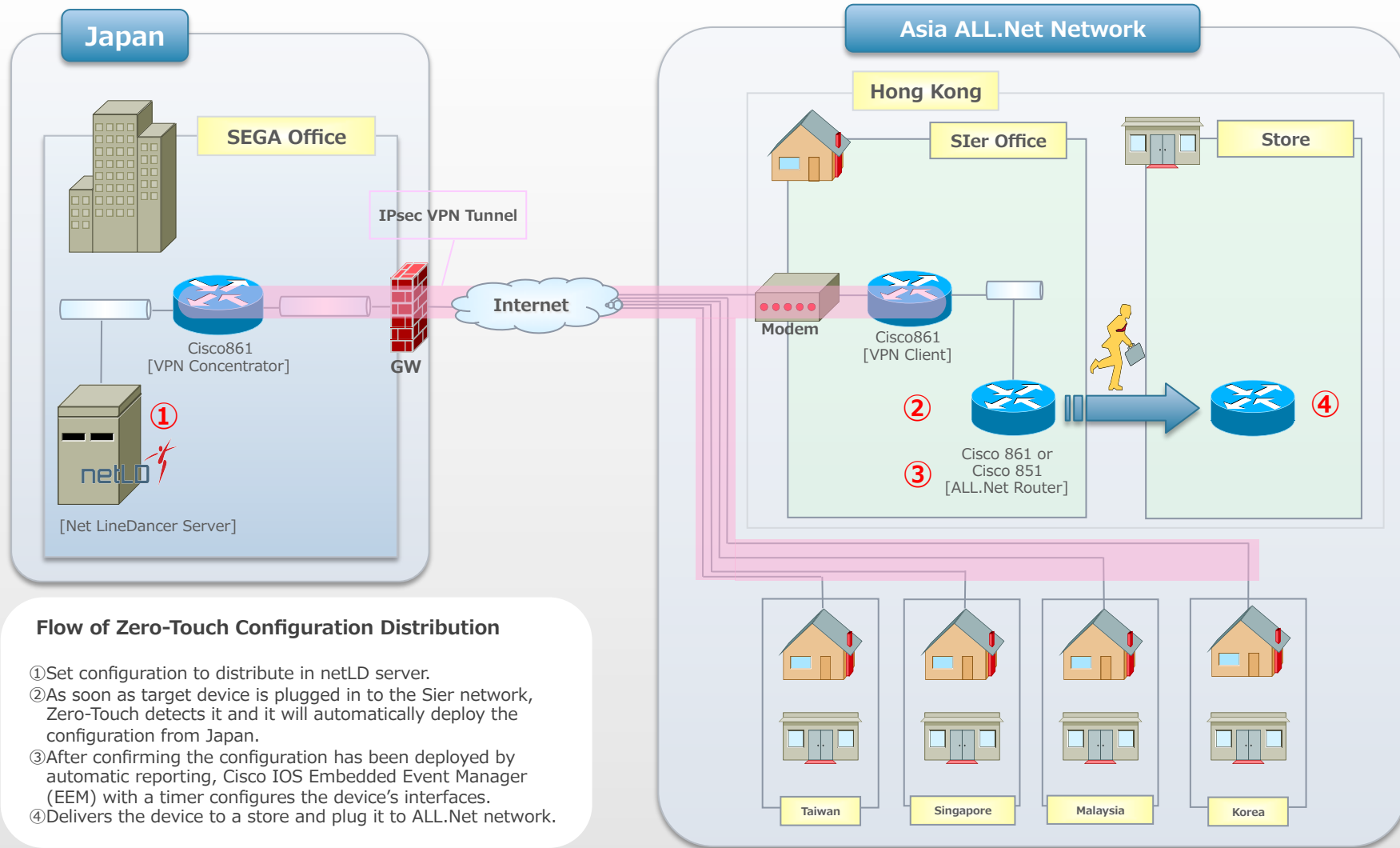
- Automatic configuration distribution by Net LineDancer Zero-Touch.
- Automatic start-up remote devices by Cisco IOS Embedded Event Manager.



#### Effects:

- Reduced network configuration management costs by automating configuration distribution of devices overseas.
- Reduced configuration errors and improved standardization of configurations because they can now manage configurations remotely from their headquarters.
- Reduced engineers working hours to configure devices to one-sixth.

## Network Configuration Diagram



## General Overview



### Introductory Process

"When we started, we were sending engineers overseas on site to configure the network devices," says Takashi Utsumi, an Assistant Team Manager of Sega's AM Sales Support Team. In developing a network they call "ALL.Net" that connects all the amusement centers scattered in Asia, they were looking for a way to reduce administrator burden for installing and configuring network devices there.



### Effects

"We were spending almost 30 minutes or more to configure a device depending on operator's skill level but Net LineDancer cut down the time to 5 minutes. And this relieved most of administrator's burden." They achieved to reduce costs to hire ITers, standardize configurations and reduce human setting errors.



### Future Development

They may have to install large number of devices in fairly short period depending on their successive game sales, so they are expecting extensively more laborsaving from Net LineDancer. "For the future, we'll be using historical configuration management besides Zero-Touch," Mr. Utsumi comments.