

NOC: NETWORK. OPERATIONS. CENTER



LAMAR'S. DIGITAL. NETWORK. OPERATIONS. CENTER (NOC)

Lamar's Digital Network Operations Center (NOC) was established to provide corporate clients with the most reliable support and solutions for their digital display product. The NOC serves as a technology nerve center for monitoring and providing technical support services for digital display networks. It is staffed by committed technical professionals and system administrators whose mission is to ensure the quality and reliability of the LDD network.

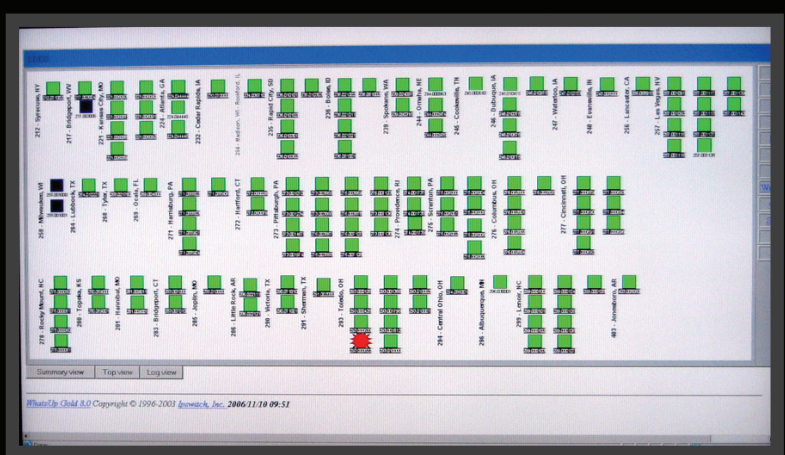
A collection of proprietary and "off the shelf" technologies are used to monitor each displays' connectivity, health and appearance to ensure that our customers' expectations are delivered as we strive to minimize downtime so that network operations approach 100%. We have developed a responsive and proficient support chain for our Digital Display Network and have taken great pride in our ability to continuously work with our vendors and suppliers.

As the largest outdoor provider with over six years of experience in the digital billboard arena, we encourage our customers to feel confident that our strong, proactive focus for coordination, communication and continuous improvement will provide them with the service they come to expect.

KEY. FEATURES. AND. BENEFITS

Below are a few of the everyday activities, quality benefits and capabilities that our NOC is engaged in that we believe adds value to our customers.

- Professional and timely resolution of LDD network troubles.
- Effective problem management for communications and content services.
- High quality market level technical assistance and services.
- Extremely high-level network security.
- Network performance monitoring and reporting.
- Monitor critical network components to detect failures that may degrade performance.
- Identification of problem areas and coordination of corrective action before services are affected.
- Monitor all backbone links and network devices.
- Ensure continuous operation of servers and services.
- Provide quality support for corporate customers.
- Troubleshoot all network and system related problems promptly.
- Open and manage tickets to track and document resolution of problems.



The above image is the monitoring wall that provides a quick glance at the network performance status of all digital networks throughout the US. This snap shot keeps administrators up-to-date with the current status of each LDD's internet connections.