

## Etere Managed Systems Unaffected by the CrowdStrike-Related Outage

We wish to inform all our global users that Etere-managed systems are unaffected by the CrowdStrike-related outage. Etere has very stringent software release procedures, multiple stages of tests, and robust redundancy. We will never take the security of our software lightly.



Etere logo



Cyber Security

On July 19, a software glitch caused a worldwide crisis in the digital space, grounding many flights and causing significant confusion at airports and organisations that run critical services, including banks and airlines. That's not all; a few broadcasters were forced off-air.

Cyber-security firm CrowdStrike pushed a defective software update to its customers, causing computers to fail. This update is disruptive because the malware signature file goes straight to the end-point devices; thus, IT departments cannot test for operational disruptions before they happen. Customers rely on CrowdStrike to test the update before its release, but unfortunately, CrowdStrike failed to deliver this time.

The situation also focused on the importance of redundancy. Organisations had no Plan B during the outage, and once their system crashed, they did not have a backup.

In today's digital landscape, robust testing and proper update procedures cannot be overlooked. In the media and broadcasting industry, reliability is paramount, as the repercussions of being taken off-air can result in substantial financial losses and a significant loss of reputation.

At Etere, all servers and systems updates are rigorously tested before each release. In addition, the company always has a Plan B. Backup systems are always in place to roll back quickly on any change made. The reliability of Etere is one of the reasons the company has retained the trust of its global customers since 1987. Furthermore, Etere is designed as a distributed system for fault-resilient performance at every workflow stage.

To learn more about what we do and how we can help your organisation achieve its goals, contact us for a personalised consultation.

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## About Etere

Since its beginnings in 1987, Etere has been preparing users for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility, and reliability. The revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows architecture that is customizable to fit perfectly in any system.

Etere delivers on its service excellence commitment with a 24/7 worldwide support and inclusive software updates. Its digital technologies and market-proven remote/on-site services such as consultancy, training, installation, and demonstrations are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the most innovative software tools to drive your business to greater heights.

To find a media management strategy that works for your business, visit [www.etere.com](http://www.etere.com)

