

Internal Account Plan: Fox Corporation

1. Account Overview

FOX Corp is a media giant relying on 24/7 broadcast delivery; any interruption impacts brand and revenue. Core business units: FOX News, FOX Sports, FOX Entertainment, Tubi. Heavy focus on modernization (broadcast tech, VDI, endpoint security).

2. Financial + Strategic Outlook (2025+)

Revenue: ~\$14.91B, steady but facing rising costs. Growth: Tubi streaming, sports JV, digital innovation. Challenge: balancing innovation with stability and risk management.

3. Current Projects + Priorities

Project Fresh Start (broadcast modernization via VDI, DR, hybrid-cloud). Non-persistent virtual desktops for broadcast stability. Zero Trust security for unified endpoint protections. Streaming expansion backend buildout.

4. Key Pain Points

Prior Horizon failures; skeptical execs. Current project (persistent desktops) introduces risk. Internal misalignment among leads (Abe, Philip). Leadership prioritizes stability over innovation.

5. Opportunity Mapping

Short-term: align leadership on business outcomes, realign desktop strategy, deliver provable PSO wins. Long-term: full broadcast/media modernization, expand Workspace ONE + Horizon, become trusted endpoint security and DEX partner.

6. Recommended Actions

Hold executive conversation (Shanker + Paul) to uncover 'why'. Escalate technical concerns and ensure leadership buy-in. Provide written recommendations and risk summaries. Prepare best-practice-focused technical workshop.