EXECUTIVE SUMMARY

Challenge
Deliver exceptional broadcast services over a scalable, reliable, high-performance Ethernet fabric and a 10 GbE core routing platform

Solution
• Brocade VDX 6720 Data Center Switches
• Brocade MLXe Series core routers
• Brocade NetIron CER 2000 Series routers
• Brocade FCX Series switches
• Brocade FastIron SX Series switches
• Brocade FastIron WS Series switches
• Brocade ServerIron ADX Series
• Brocade Converged Network Adapters
• Brocade Network Advisor
• Brocade Mobility Access Points (APs) and controllers

Results
• Provided breakthrough 10 GbE performance and scalability to meet traffic demands
• Simplified network operations while increasing reliability and performance
• Helped ensure consistently high-quality broadcast services
• Accelerated virtualization and improved Virtual Machine (VM) management
• Improved network-wide visibility, simplifying management and monitoring

United Prepares for HDTV and Video on Demand Needs with Brocade Ethernet Fabrics

In today’s 24×7 world of television programming, where people have hundreds of channels, delivering video feeds over multiple platforms and to many different types of screens has become absolutely critical to the companies that provide content to consumers.

Netherlands-based United—part of the Euro Media Group (EMG)—provides personnel and equipment for a variety of television programming, ranging from single-camera units to outside broadcast facilities for large sporting events, such as the FIFA World Cup. In addition, United manages more than 45 percent of all Dutch television productions aired and works with international broadcasters, such as NBC and ESPN in the United States and TV Globo in Brazil.

United provides an end-to-end service for providers, including cameras, crews, and satellite uplinks, says Marc Ruesen, Manager of Business Development at United. In addition to supplying all the sophisticated equipment needed to produce High-Definition (HD)-quality video for broadcast, Ruesen says about seven years ago the company entered the IP fray for its network-based editing system. “We bought our first system, and it worked well. Then we bought a second and third system, and integrated everything,” he says. “The network was more or less glued together without any concern about redundancy, security, and other network-related issues.” During this time, United was also expanding through the acquisition of smaller companies.

United decided to implement a new network infrastructure—one that could handle the company’s current needs and scale to accommodate future needs, such as increased bandwidth. The existing network was struggling with video files hundreds of gigabytes in size, and the generation of about 16 terabytes of information daily, which then had to be prepared for various platforms.
SUCCESS STORY

“Because our infrastructure was not up to date with our current needs and was not secure enough, we needed to make a change,” says Ruesen. In addition, United was consolidating operations by moving from four buildings into one new facility, which helped push the company toward a network infrastructure refresh. “We knew the time was right to make a wholesale change to our data center network and take an innovative approach to its design,” Ruesen says.

**BROADCASTING A NEW DATA CENTER**

To meet its customer service and operational goals, United selected an extensive set of Brocade® networking solutions that allow the broadcasting company to better support its customers and partners, while reducing operational expenses. For example, whereas the previous network had multiple points of failure, the Brocade Ethernet fabric eliminates single points of failure and improves overall network performance. Moreover, Brocade MLXe Series core routers deliver 10 Gigabit Ethernet (GbE) capacity, which can support the expected increase in network traffic from HD television and video streaming.

Ruesen says he was confident that Brocade could deliver the performance, flexibility, and scalability he needed. “We knew that Brocade offered class-leading performance and that its Ethernet fabric-based environment would enable us to meet any client demands,” he says.

Specifically, United turned to Brocade VCS® Fabric technology and Brocade networking infrastructure for its data center. The solution includes Brocade VDX® 6720 Data Center Switches, which create a single logical chassis with a single distributed control plane, and the Brocade MLXe Series and Brocade Netiron® CER 2000 Series routers to deliver 10 GbE performance and scalability. It also includes the Brocade FCX Series, Brocade FastIron® SX Series, and FastIron WS Series switches; Brocade ServerIron® ADX Series application delivery switches; and Brocade Mobility Access Points (APs) and controllers to form a campus-wide deployment. In addition, the solution leverages Brocade Converged Network Adapters (CNAs) to reduce cost and complexity, and Brocade Network Advisor to simplify management through end-to-end visibility across different network types.

**NEW INFRASTRUCTURE GETS GOOD RATINGS**

Having an Ethernet fabric-based network gives Ruesen the peace of mind that United can reliably receive and transmit data to multiple outlets and different devices. The Ethernet fabric also supports the company’s virtualization plans while eliminating the management and configuration headaches that typically accompany Virtual Machines (VMs).

The main beneficiaries of United’s upgraded infrastructure will be the company’s clients, who will enjoy the faster speed, increased bandwidth, and more reliable service. “I know that our clients will benefit from the many extras that we can provide with the new and improved network,” says Ruesen.

For more information, visit www.brocade.com.

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**WHY BROCADE**

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— Marc Ruesen, Manager of Business Development at United

An Ethernet fabric also gives United much more control over its bandwidth. “Fibre Channel is very hard to control. We will use Fibre Channel over Ethernet so that we can control certain parameters,” says Ruesen. “Overall, the Brocade Ethernet fabric makes the network simpler, more intelligent and resilient, and it improves performance.”

The Ethernet fabric will help us accelerate our virtualization project, and gives us much more management control,” Ruesen says.

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