



ETHERNET SOLUTIONS

Brocade's Ethernet Network Enables SBS Contents Hub to Deliver Streamlined HD IPTV Video Services

OBJECTIVE

- Achieve fast and stable transfer of growing volumes of multimedia data, including ability to handle growing H.264-based HD video service
- Minimize errors in large-scale circuit connection
- Unify codecs to facilitate content delivery to any IP-networked device
- Establish a scalable network that can accommodate the exponential growth of digital content

SOLUTION

- Brocade FastIron SuperX – Ethernet/IP services infrastructure for campus and data centre networks with redundant management modules, fans and power as well as load-sharing switch fabrics
- Brocade FastIron Edge X424 – Data centre-class Layer 3 switch with Gigabit copper and fiber support as well as 10G uplinks
- Brocade ServerIron GT-Eplus – Application delivery switches that accelerate services including IP, loads balancing, security, Web and VoIP services
- Brocade Edgellon 2402CF, 24GS – High port density Layer 2 switch with QoS features for supporting voice and video applications

RESULTS

- Integration of previously dispersed service traffic reduced circuit costs by over 30 percent and enabled flexible circuit management
- Increase in customer satisfaction with faster website and service response
- Minimization of data errors and acceleration of booting speed
- Cost savings and higher revenue from leveraging Brocade's optimized high-performance Ethernet network for digital media transmission

SBS CONTENTS HUB (FORMERLY KNOWN AS SBSI) WAS FOUNDED IN AUGUST 1999 AS THE DIGITAL ARM OF THE SBS MEDIA GROUP, ONE OF THE BIGGEST MULTI-MEDIA GROUPS IN SOUTH KOREA. SBS CONTENTS HUB STARTED ITS BUSINESS DIGITALIZING SBS MEDIA GROUP'S NETWORK TV, CABLE TV AND RADIO PROGRAMS AND PROVIDING THEM TO CUSTOMERS ON VARIOUS INTERACTIVE PLATFORMS INCLUDING THE INTERNET AND MOBILE DEVICES. WITH BROCADE'S ETHERNET SOLUTION, SBS CONTENTS HUB WAS ABLE TO ACHIEVE STABLE TRANSFER AND MINIMIZE CONNECTION ERRORS FOR LARGE-VOLUME TRANSMISSIONS.

SUMMARY

To penetrate the burgeoning digital media market, SBS Contents Hub, the digital arm of SBS Media Group, is expanding its field of content distribution to the IPTV arena. At the same time, the company is growing its content business to cover non-broadcast content such as music and movies. The development of large-volume content services is a key priority for 2010.

devices, the unification of codecs and high capacity storage have become critical elements in the digital media landscape. These developments have resulted in SBS Contents Hub's business becoming heavily dependent on moving digital media to a point where cost savings and revenue are directly tied to the stability and performance of the network.

OBJECTIVE

SBS Contents Hub's business goal is to provide high-quality multimedia content delivery services to customers on any IP-networked device. The company needed a solution that could accommodate customers' needs by producing, processing, and efficiently transferring diverse multimedia content. With the increase in large-volume multimedia data and demand for H.264 standard high definition (HD) video services, SBS Contents Hub also wanted a solution that offered stable transfer between the content servers and minimized connection errors in large-volume circuits. In addition, with content volumes expected to increase several-fold over the next few years, being able to scale the network up is also an important requirement.

With the exploding demand for IP-based multimedia content and advent of devices like portable media players, WAP phones and netbooks, data transfer between

SOLUTION

SBS Contents Hub selected and introduced a total of four Brocade solutions – FastIron SuperX, FastIron Edge X424, ServerIron GT-Eplus and Edgelron 2402CF, 24GS, through a three-phase project over three years from 2005 to 2008.

SBS Contents Hub judged Brocade’s products to be competitive in core network features compared to other products, and selected the Brocade solution after a thorough evaluation. With the introduction of the solution, SBS Contents Hub was able to minimize minor errors in the management system and speed up the system booting process. Compared to competitors, Brocade’s small form factor solution took up less space and delivered higher performance at lower cost. It is also scalable and interoperable with other hardware.

RESULTS

Brocade’s FastIron SuperX modular switch with 10/100/1000 ports and a 1G fiber interface is now the backbone network delivering high-performance data transfers for SBS Contents Hub’s digital media assets. The modular design of the FastIron SuperX means that SBS Contents Hub can support a variety of network connections and scale up to 192 1G ports per chassis.

Besides large-volume and large-number file transfers, the Brocade Ethernet solution also enabled SBS Contents Hub to save time, boost productivity and improve customer satisfaction. Before the Brocade solution was implemented, SBS Contents Hub’s circuit was managed as an independent service, and network costs



increased in proportion to the increase in specific services.

After consolidation of its networking operations, SBS Contents Hub saved circuit costs and achieved a 30 percent reduction in management costs. Website responsiveness also improved. Customer satisfaction increased as users were able to use diverse services faster and more conveniently through websites, and watch HD Video-on-Demand (VoD) smoothly and seamlessly.

“The most satisfying aspect of Brocade’s Ethernet solution is its stability, especially the error-free and steady packet forwarding,”

said Young Joo Kim, Head of Media Business Department, SBS Contents Hub. “It’s imperative that the transfer of large-volume files like video multimedia files over 1G be undisrupted, and we have absolute confidence in Brocade to safeguard our operations in this respect.”

In partnership with Brocade, SBS Contents Hub is planning to deploy networks to deliver high-speed, secure and stable data transfer between geographically-distributed data centers to expand their digital media offerings.

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