

# MEDIA & ENTERTAINMENT

## CORESITE'S SOLUTION

*Leading content delivery network provider chooses CoreSite colocation and connectivity solutions for low-latency, high-performance TV content delivery to discerning customers*



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### MEDIA & ENTERTAINMENT CASE STUDY AT A GLANCE

#### Challenge

- Future-proofing the business in an environment designed to handle massive scale and rapid growth
- Asserting greater control over costs, particularly those related to service expansion
- Provide ultra-low-latency connectivity with carrier partners and OTT content operators

#### Solution

- The market leader in managed CDNs uses colocation solutions, cross connects, blended IP, and Any2Exchange from CoreSite to provide low-latency connectivity carrier partners and support current and future growth in a scalable, high-density environment

#### Results

- Secured high-density, easily configured colocation space to support immediate and future growth demands
- Deployed two colocation spaces with connections into a third facility in under 8 weeks
- Gained financial and operating flexibility with an MSA providing for an exact initial investment and for necessary licensing in the future with minimal negotiation
- Achieved greater performance and lower latency with edge computing capabilities and seamless peering with carrier partners and OTT content operators

# SPECIAL DELIVERY



*More important, CoreSite data centers provide both core and edge network connectivity—including direct access to AWS via CoreSite AWS Direct Connect at LA1—enabling this organization to process data at the edge and hand the traffic off to carrier partners via CoreSite Any2Exchange to drastically reduce latency and optimize delivery of TV-grade content for end users.*

## THE CHALLENGE

### **Adding network capacity without excessive expense**

TV has come a long way in the last few decades. Over-the-air broadcasts have given way to cable and satellite transmissions, supporting higher-fidelity video and audio. However, as pay TV distribution migrates to an IP/HTTP infrastructure, delivering TV-scale quality experience at an affordable cost is a huge challenge for operators.

This customer, the market leader in managed content delivery networks (CDN), is helping alleviate that burden by providing operators a cloud-based, end-to-end CDN solution that enables them to deliver over-the-top content (OTT) while managing costs by minimizing bandwidth and storage requirements.

But the very nature of such a platform—transporting massive amounts of data over vast distances without degrading quality—is highly sensitive to network latency. Even a slight dip in network performance could significantly impact content quality and the customer experience, which is why the organization needed a network of strategically located data centers to create a stable and high-performance global network backbone.

### **LARGE FOOTPRINT, LIMITED FLEXIBILITY**

With global data capacity exceeding 7TB due to rapid growth in its customer base, this organization needed to be able to add capacity—bandwidth and power—on-demand and with minimal effort.

Despite having a presence in more than 20 of another vendor's data centers, the CDN provider's need for additional space and power quickly outpaced its financial resources. Adding infrastructure and provisioning power became increasingly cost prohibitive and difficult to plan because this organization was locked into an inflexible power and space agreement.

Worse, because the company's existing data center service provider had a stranglehold on the local markets, there weren't many other options for service shopping without having to look to seemingly less desirable locations.

Company executives knew they needed a different plan for improving network performance, reducing operating costs, and positioning this organization for sustainable future growth. They set out to find a new colocation provider with strategically located facilities in edge markets that offered flexible configurations and cost models, multiple connectivity and peering options, and direct access to Amazon Web Services (AWS) to leverage its cloud computing capabilities.

## THE SOLUTION

### **Building a high-performance, low-latency network on a budget**

Eschewing other options on the market, this organization chose to partner with CoreSite because of its geographically strategic locations, exceptional flexibility, and expansive peering capabilities. This organization deployed a custom 40kw cage with a 10g port and blended IP at CoreSite's LA2 and Denver facilities, using fiber cross connects to peering exchange at the CoreSite LA1 center in the famed One Wilshire location.



*CoreSite's colocation environment is purpose-built to support runaway growth and dramatic scalability, providing flexibility and agility for future growth.*

While initially drawn to LA1—also known as One Wilshire (one of the most densely interconnected data centers in the world)—this organization's need for extreme power to support both current and future business goals made LA2 a better option because of higher density cabinets and more floor space available in each facility.

CoreSite facilities make scaling and expanding easier and more cost-effective. By providing configurable cages and cabinets with power and cooling capacity, the company can easily add more hardware within its existing space before expanding to new cages. More important, CoreSite data centers provide both core and edge network connectivity—including direct access to AWS via CoreSite AWS Direct Connect at LA1—enabling this organization to process data at the edge and hand the traffic off to carrier partners via CoreSite Any2Exchange to drastically reduce latency and optimize delivery of TV-grade content for end users.

## CUSTOMER EXPERIENCE AND BENEFITS

### **Intelligent, methodical planning for present and the future**

Working with CoreSite engineers and support staff, this organization was able to stand up both of its colocation sites under tight timelines with few hiccups and no service interruption. However, the deployment wasn't without its own unique challenges.

Since this organization's team wasn't local to either site, it had to rely on CoreSite's teams to execute the deployment plan. This organization provided CoreSite a comprehensive deployment playbook—how to deploy the rack, provision power, structure cabling, and even how to configure its complex surveillance requirements—and an eight-week timeline for getting it done.

At the same time, this organization's rapid customer acquisition rate made planning for growth more challenging. Planning also included a specific deployment schedule, coordinating technical and business resources to produce a technical checklist and ensure no detail was left out.

CoreSite's colocation environment is purpose-built to support runaway growth and dramatic scalability, providing flexibility and agility for future growth. Given the success of the LA2 and Denver deployments in addressing this organization's current business needs, it plans to leverage CoreSite's national footprint and extend its footprint further into other metro areas to for added power, redundancy, and performance.