



Exinda Case Study



Snap Shot

INDUSTRY

Media

PROBLEM

With an ever-increasing number of users during the Major League Baseball season transferring everything from video to statistics, MLB Network required a solution that would ensure traffic overloads would not adversely affect the delivery of business critical applications.

SOLUTION

- Exinda 8760

BENEFITS SUMMARY

- Complete network traffic visibility and control with full reporting
- Critical applications were prioritized to ensure bandwidth
- Full application visibility on the network along with the ability to regulate traffic to optimize available bandwidth and reduce bandwidth utilization by one third

MLB Network

Exinda hits grand slam with MLB Network and brings network utilization from 98% down to 60%

MLB Network is Major League Baseball's 24/7 national cable television network, telecasting live MLB games and original studio programming featuring highlights, breaking news updates, analysis and interviews. First launched in 2009 to approximately 50 million homes – the largest debut in cable TV history – MLB Network is now available in 70 million homes throughout the U.S. and Puerto Rico. When MLB Network's internal network was being impacted by massive traffic demands, the company turned to Exinda for relief.

The Challenge

In addition to the myriad of back office applications, MLB Network's network infrastructure manages the enormous amount of video content flowing throughout its Secaucus facility, including MLB Network's Emmy Award-winning studio show "MLB Tonight". Furthermore, during the regular season all MLB games are captured live daily along with up-to-the-moment statistics and associated event data right down to the pitch-by-pitch level using the in-house developed DIAMOND asset management system. This information is used in several workflows to generate content and to feed the on-screen graphics including player and team statistics.

From 2009 through early 2011 MLB Network connected to the outside world through dual 45-megabit DS3 circuits, but with as many as 1000 users during the baseball season transferring everything from video files to player statistics, the network had reached saturation. "We were seeing 98% utilization on our routers then, and wanted to ensure we were prepared for the MLB First-Year Player Draft in June," said MLB Network IT director Cindy Cortell.

The Solution

Cortell evaluated alternative packet-shaping solutions and selected Exinda 8760 WAN Optimization appliances. Among the products evaluated, only the Exinda 8760 could process traffic at full 10 Gbps line rate, and Exinda offered two demo units along with a field engineer who would configure the systems and ensure proper traffic shaping during the Draft in June. "I'm very familiar with Packeteer products," said Cortell, "but they only rate-shape up to 1 Gigabit, so they weren't an option here."

Deployment and configuration took three days, after which the Exinda appliances immediately provided complete network traffic visibility and control with full reporting. For example, Cortell was able to limit FTP traffic to 5 Mbps during the Draft to ensure that someone uploading a large file wouldn't choke the network at a crucial time. Overall, network utilization went down from 98% to 60% thanks to the Exinda appliance.

In addition to throttling some applications, the Exinda appliance allows Cortell to set policies to ensure that critical applications have all of the bandwidth they need. "We are prioritizing staff applications, back-office LAN, broadcast LAN, we're guaranteeing the statistics system, which is critical for us, and we're also guaranteeing the traffic that's going to MLB.com," she said. "We're also shaping the traffic for MLB Productions and we're also prioritizing the DIAMOND asset management system, which aggregates statistics and key moments in every game for both live and future use."

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“Impressive”

“The Exinda appliances will allow us to continue managing traffic as we had done before. It’s impressive what Exinda has been able to do for us.”

– Cindy Cortell, MLB Network IT Director

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MLB Network

The Solution, continued

The results of the Exinda deployment have been spectacular. MLB Network has been able to control its network traffic so it fits within the 45 Mbps of available bandwidth, and this rate-limiting feature will be useful when the company upgrades to a 155 Mbs OC-3 circuit in the near future. “The Exinda appliances will allow us to continue managing traffic as we had done before.”

Results

When its network neared saturation from unregulated traffic, MLB Network turned to Exinda to get things under control. Exinda appliances provided full application visibility on the network along with the ability to regulate traffic to optimize available bandwidth, and reducing bandwidth utilization by one third. “It’s pretty impressive what Exinda has been able to do for us,” said Cortell.

About Exinda

Exinda is a proven global supplier of next-generation WAN optimization and application performance assurance solutions. The company has helped more than 2,500 organizations in over 80 countries worldwide assure application performance, improve the end-user experience, contain recreational applications and reduce network operating costs for the IT executive.

For more information, please visit
<http://www.exinda.com>.



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