

MediaNet Digital

EXECUTIVE SUMMARY

Challenge

Accelerate access to and processing of revenue-generating data

Solution

Brocade® data center fabric, including Brocade 48000 Directors

Results

- Reduced the generation of daily billing reports from nearly 24 hours to just four hours
- Achieved continuous availability of mission-critical data
- Complied with Service Level Agreements (SLAs)

Powerful SAN Keeps Music and Video Delivery Services on Track

Music and video downloads deliver revolutionary simplicity by enabling millions of consumers to download their favorite songs and films online. However, for MediaNet Digital, the world leader in business-to-business digital entertainment, the process of providing these services is anything but easy.

MediaNet Digital, based in New York City, provides the content and technologies that enable world-class brands to offer music and video download and subscription services to their customers. At its data center in Seattle, the company stores over a petabyte of digital content in a NAS environment, adding nearly a terabyte of new content every week from content providers.

MediaNet Digital tracks consumer transactions via its partners' Web sites and the company must compile this data into reports. Staff use the system to create activity reports for content providers and partners, allowing the company to bill its partners and recompense its providers. MediaNet Digital also maintains strict Service Level Agreements (SLAs) with its partners.

"Our daily billing and activity reports took longer and longer to prepare, and reliability issues with our storage solution became more problematic as our demands grew," says Scott Thompson, Vice President of Technical Operations,

MediaNet Digital. "So, it was very important to our business that we could find an advanced, enterprise-class solution."

Economy, Availability, and Performance

To change its storage paradigm, MediaNet Digital wanted a data center fabric solution based on a Brocade SAN. "A dedicated SAN offered us the speed and dependability that we required," Thompson recalls. "We wanted a solution that is economical and scalable, ensuring that we could continue to grow without incurring performance issues or substantial costs."

WHY BROCADE

"One of our shops has two levels, yet users never experience service disruptions when walking from one floor to the next with their Wi-Fi device. This confirms the value of choosing Brocade technology."

—Luca Luminoso, CIO at Mediamarket

MediaNet Digital considered systems from several storage vendors and their SAN switching partners. Administrators, however, were impressed with the solution offered by Denver, Colorado-based systems integrator, Advanced Systems Group (ASG). The ASG solution featured Hitachi Data Systems storage devices and Brocade 48000 Directors. MediaNet Digital was aware of Brocade's proven record for reliability, having more data center fabric ports in production environments worldwide than any other vendor. It also found the robust Brocade 48000 Director to be more cost-effective and scalable than comparable enterprise-class systems.

The Brocade 48000 can deliver 4 or 8 Gbit/sec Fibre Channel full-duplex performance to as many as 384 concurrently active ports in a single domain, providing industry-leading throughput and scalability. Unlike competing products, local switching on the Brocade 48000 platform allows neighboring ports to communicate without using backplane bandwidth, resulting in lower switching latency and maximum performance at every port. The solution's form factor also supports an unsurpassed 1,152 ports in each rack, maximizing space utilization in crowded data centers.

Moreover, the Brocade 48000 Directors met MediaNet Digital's ultra-high-availability requirements by featuring redundant, hot-pluggable components, no single points of failure, and proactive diagnostic components. In addition, the Brocade directors are far more energy-efficient than other vendors' systems, enabling enterprises to economize on power and cooling costs.

"The Brocade directors impressed us with a compelling value proposition," explains Thompson. "They illustrate for us why Brocade is the leader in SAN technology."

In August 2007, with management support from ASG, MediaNet Digital deployed a pair of Brocade 48000 Directors in its data center, each with sixty-four 4 Gbit/sec ports to start, and linked them at 4 Gbit/sec speed to Hitachi Data Systems USP storage devices.

Meeting Daily Deadlines Using Brocade Solutions

With its new Brocade-powered SAN, MediaNet Digital greatly improved the performance and reliability of reporting and consumer-facing systems. The new storage infrastructure slashed the daily processing of data down to just four hours, a fraction of the time required with the prior NAS architecture.

"The performance gain was striking," says Thompson. "Thanks to Brocade, we have no problem generating our daily billing and activity reports and meeting our SLAs. Additionally, the entire system has been rock-solid reliable, enabling us to access our income-producing data without any disruptions."

Moreover, MediaNet Digital can keep pace with the growth of its data. It can easily add more ports to its Brocade directors to expand capacity. Just as simply, it can also double the speed of its platforms to 8 Gbit/sec should it require even faster access to its billing and accounting data.

"We achieved our premier status in music and video downloads by providing our partners and providers with the best, most efficient media delivery capabilities available to serve their customers," concludes Thompson. "Likewise, Brocade empowers companies like ours to excel at what we do and to make us more competitive. With our Brocade solutions, we have the strategic, high-performance resources to continue leading the way in our industry."

For more information, visit www.brocade.com.

Corporate Headquarters

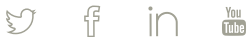
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