Enhancing service reliability through broadcast modernization

Customer overview

The customer is a Fortune 200 streaming media company

Idea | Discovery | Execution | Acceleration

Customer's challenge

The client's broadcast service, having 8M+ subscribers and 5500+ channels, was running on **aging and legacy network infrastructure**. All configurations, management, and troubleshooting was **human intensive**, thus impacting the service reliability metrics like MTTD, MTTI, and MTTR

Our solution

Designing a modern **software-defined IP network** using Cisco ACI technology

Deploying the network infrastructure through modern **Infrastructure-as-Code** and CI/CD pipelines

Architecting and implementing a **two-tier observability** scheme that married specialized video stream monitoring tools with standard OTEL collectors to avoid digital islands and make the data available for downstream processing, visualization, and AIOps

Business impact

Elevated service reliability

- Target to increase availability from **96.39% to 99.9%**

Increased operational efficiency

- Centralized network configuration, scaling, and management
- Enabled the company to become **vendor agnostic**

Optimized time and efforts

- Reduced human effort through **automation** of network deployments and troubleshooting
- Minimized tooling costs