

A large satellite dish antenna is shown in the upper half of the page, set against a blurred background of city lights at night. The dish is mounted on a complex metal structure. The background is overlaid with a large circular graphic that transitions from purple on the left to teal on the right.

# Enhancing service reliability through broadcast modernization

Two overlapping circles, one purple and one teal, are positioned to the left of the text.

## 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