

sweet.tv upgrades its online streaming network with Arista routing solutions

Highlights

Challenge

sweet.tv needed to upgrade its core network to meet growing demand for its streaming services and support key automation initiatives.

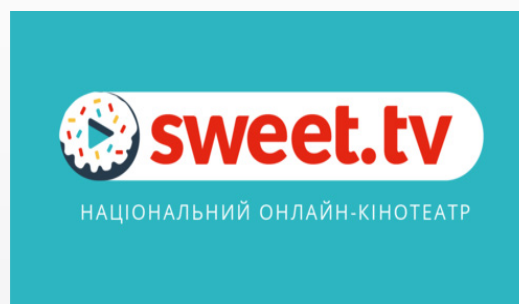
Solutions

- Arista 7280R3 routers
- A trusted, local system integrator to guide through the migration process

Results

- Improved performance and high resiliency in the network
- Flexible network management, visibility and controllability with powerful automation processes
- Seamless migration process

OTT provider sweet.tv has seen demand for its streaming service skyrocket in its Ukrainian home market. The steep increase in digital content offered as well as the number of new subscribers on its platform has prompted sweet.tv to upgrade its network to ensure high availability and performance.





Project Background & Challenge

As a video-on-demand service company, sweet.tv is one of the most innovative and technologically advanced streaming platforms in the Ukraine. It provides HD Internet television services for up to 200 Ukrainian and foreign TV channels and series, Ukrainian movies and global blockbusters from Disney, Universal, Paramount and Sony, all delivered in Ukrainian language.

Digital content volumes have been increasing considerably throughout the past few years as has the demand for new online services. This has resulted in the need to upgrade sweet.tv's data network to ensure reliability and future-proof the network.

"Sweet.tv faced the difficult task of quickly and efficiently upgrading its network to support and improve the quality of service provided to subscribers, whose numbers are rapidly growing," says Serhii Ivanets, IT Director of sweet.tv.

In particular, the company was looking to build an infrastructure that would not only support its existing services to a high standard but to introduce new, innovative media services and grow its subscriber base. In other words, the online cinema networks core required a major upgrade.

Solution

Sweet.tv turned to a local system integrator and Arista partner in the Ukraine for assistance and support. Sweet.tv needed a flexible solution based on modern networking principles in order to satisfy not only the growing demand for its services, but to meet and exceed current developments in the domestic and global IPTV/OTT markets. With this in mind, the network experts developed terms of reference and equipment requirements in cooperation with the customer. The main project requirements included:

- An increase in port capacity of the network core and edge;
- High reliability and redundancy of all nodes;
- Highly flexible network management, visibility and controllability;
- Long-term scalability reserves for the expected increase in subscribers;
- Acceleration of access to services for its clients.

The newly proposed solution would allow for an increase in high-speed 100G ports and provide the ability to connect the growing number of servers in the data center as well as to support the ever growing streaming capacity for the long-term.

Once sweet.tv was happy with the approach, the local partner developed the network design and selected appropriate network equipment for consideration. They opted for Arista 7280R3 routers. The Arista 7280R3 is the perfect solution for sweet.tv's network upgrade due to its high capacity and port density with a low cost per Gb.

Solution cont.

Furthermore, each 7280R3 port has an allocated deep packet buffer with significant buffer capacity, ensuring that no packet loss occurs even when the network is congested. Its versatile functionality, high availability, scalability, port splitting capability and low power consumption makes the Arista routers the best-in-class solution for sweet.tv's requirements.

To ensure a smooth deployment of the new equipment without interruption to its network operating capability, performance evaluation tests were conducted to assess the Arista routers for functionality and failure tolerance. Arista easily passed this testing stage and the routers were deployed into the network.

Conclusion

The network upgrade ensures that sweet.tv remains among the leaders of high-quality OTT service providers in Ukraine. In the future, this network upgrade and the selection of Arista equipment will allow the customer to further expand its data network, ultimately growing its subscriber base and introducing new, on-demand service offerings.

"The local partner team demonstrated a high-level of technical skill, a professional approach and helped us implement the new Arista network routers in a quick and efficient manner." Serhii Ivanets continues.

"We are delighted to be among the first users of Arista's innovative 7280R3 in the Ukraine. We certainly made the right choice selecting Arista network equipment and are looking forward to continue working together."



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