



Wolfe helps Hollywood studios stream their data on time with Cisco switches and routers

Wolfe:

Size: 200 employees

Industry: Service provider

Location: Americas

United States

Seattle, Washington

Solutions

- Standardized hardware and software platform with flexible licensing models
- Advanced features to meet changing requirements
- Access to ongoing innovation and new technology

For More Information

For more information about Cisco ONE Software visit:
<http://www.cisco.com/go/one>.

Small but mighty, Wolfe is a specialized midsize service provider that caters to customers with high-bandwidth, low-latency requirements such as gaming, video streaming, and digital movie transfers. Its thousands of customers include Hollywood postproduction companies that have turned out blockbusters.

Challenge: Meeting Changing Customer Needs

Helping the world's biggest gaming and film production companies meet the demands of bandwidth-intensive applications requires a robust and flexible network. As digital media resolutions increase, customers are always looking for higher speeds.

"We need to be proactive to meet the changing needs of our business and our customers," says Michael Scott, general manager at Wolfe. "Many of our customers require 100-Gbps speeds, for example, when doing video compiling between locations."

To offer customers more flexibility, Wolfe wanted to aggregate 1 and 10 Gbps data links from its Cisco® ASR 9000 Series Aggregation Services Routers at branch locations to 40- to 100-Gbps links to the Wolfe data center.

"Initially, we were just looking for a Layer 2 'bump in the wire,'" Scott says. "But in our conversations with Cisco, we found that we could get so much more."

Standardizing on a Scalable, Flexible Platform

Wolfe selected Cisco Nexus® 9000 Series Switches as an aggregation platform that could offer lower cost per port, greater density, higher speeds, and deployment flexibility. To gain additional value and agility, Wolfe decided to deploy the switches in conjunction with Cisco ONE Software, which helps Cisco customers purchase the right software capabilities to address their business needs.

"Cisco ONE was attractive because it gives us a lot of valuable features and capabilities that we can turn on as we need them, without having to get more purchase orders for software licenses," says Scott. "Previously, I had to go through an approval phase to get budget for the new purchase and then go through a procurement phase for the new capabilities. This took anywhere from 60 to 90 days. Cisco ONE dramatically improved our agility in this area."

With features such as analytics, load balancing, and Layer 3 services and

With Cisco ONE Software, Wolfe:



Enhanced service quality
to customers



Gained flexibility in
deployment models



Simplified network and
infrastructure software
purchases

segmentation, Wolfe can “future-proof” its network without deploying multiple solutions from different vendors.

“We’ve bought everything we need in a single box,” Scott says. “And because we’ve standardized on Cisco Nexus 9000 Series Switches, all the capabilities of Cisco ONE are available to us and easy to integrate into our network.”

Meeting SLAs with Detailed Analytics

Wolfe will use the Cisco Nexus Data Broker to improve network traffic monitoring and analysis, increasing visibility into changing customer needs and usage patterns. These insights will be useful for capacity planning, traffic optimization, troubleshooting, and ongoing compliance with customer service-level agreements (SLAs.)

“Cisco ONE gives us the kind of detailed analytics we need,” says Scott. “We’ll be able to put multiple taps throughout the network to track flows or aggregated flows as they pass through devices. That will help us make sure we’re meeting SLAs and identify when and where we need to make adjustments or expand the data center core.”

The increased visibility will be particularly useful as Wolfe expands its Metro Ethernet business, which allows customers to share their entire local area network with high security between offices.

Optimizing Customer Experiences with Load Balancing

When Wolfe needs to optimize critical data flows, it will use the Cisco Intelligent Traffic Director, an embedded feature of Cisco Nexus platforms. Traffic Director enables hardware-based load balancing and traffic steering.

“For our Hollywood studio customers, there’s a lot riding on getting the data across the wire on time,” says Scott. “We can help them by doing load balancing

right on the box, without using any third-party traffic management, thus reducing the number of specialized devices on our network.”

Improving Flexibility with Layer 3 Services

Wolfe now has the capability to do Layer 3 segmentation of traffic, including QinQ tunneling to further segment and optimize.

“We can do application tagging for measurement and optimization, and even push Layer 3 services right to the access layer if required,” Scott says.

What’s Next?

With Cisco ONE, Wolfe can support ongoing innovation and easily keep its network up to date. Because licenses are portable between generations of hardware, Wolfe’s investment in Cisco is protected.

“We have a lot of options for the future of our network with Cisco ONE,” says Scott. “When the time comes to move to software-defined networking, we’ll be ready.”

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Michael Scott
General Manager, Wolfe

Products and Services

Software

- Cisco ONE Software

Routing and Switching

- Cisco Nexus 9000 Series Switches
- Cisco ASR 9000 Series Aggregation Services Routers



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