



## AMERICA'S TEST KITCHEN'S PASSION FOR COOKING SHINES THROUGH WITH THE RIGHT NETWORK INGREDIENTS

### Summary

**Company:**

America's Test Kitchen

**Industry:**

Media and Entertainment

**Business Challenges:**

Build a network from scratch to support a fast-growing media business.

**Technology Solution:**

- QFX5100 Switch
- EX4300 Ethernet Switch
- SRX1500 Services Gateway
- Juniper Sky Advanced Threat Prevention
- Junos Space Network Director
- Junos Space Security Director

**Business Results:**

- Built a high-performance, scalable foundation to fuel business expansion
- Strengthened cybersecurity with integrated protection
- Increased end-to-end visibility and simplified network operations

America's Test Kitchen is expanding with percolating demand for its television shows, magazines, websites, books, and online cooking school, serving the appetite of people who want to prepare delicious, foolproof meals at home. To meet the demands of this success and refresh its data center, the media company is fueling its expansion with Juniper Networks data center networking and security solutions.

For more than two decades, people have relied on America's Test Kitchen to create beautiful, delicious food without tripping up on complicated techniques or having to scour stores for hard-to-find ingredients. Fueled by a rising consumer interest in at-home cooking, America's Test Kitchen is expanding its media business. The media company moved from a nondescript brownstone in Brookline, Mass. to Boston's trendy Seaport district, where it occupies a stunning space in the Innovation & Design Building—perfect for an operation that's part working commercial kitchen, part television studio, and part office.

The media empire that is America's Test Kitchen includes television programming, magazines, websites, and cookbooks. Its PBS shows, America's Test Kitchen and Cook's Country, are the highest-rated instructional cooking programs on TV, while its two magazines have more than one million paid subscribers and no ads. Its websites garner millions of views per month; it has sold more than 10 million cookbooks and offers an online cooking school to develop expert skills.

### Creating a Network from Scratch

The move to Seaport presented Dustin Brandt, director of IT at America's Test Kitchen, with a rare opportunity: Build a brand-new IT infrastructure that would support the media company's growth and expansion. "We started with a blank slate," Brandt says.

*"We are doing things that we could never have accomplished before Juniper. We centralized management of our entire network, which is located across several facilities, and reduced administrative overhead due to a consistent network operating system, management commands, and management user interfaces."*

Dustin Brandt, Director of IT, America's Test Kitchen

America's Test Kitchen deployed a Juniper-based network at its headquarters and in its data center, anchored by the Juniper Networks® QFX5100 Switch and the Juniper Networks EX4300 Ethernet Switch. The powerful simplicity and scalability of the Juniper data center fabric deliver operational efficiency, which is critical for this fast-growing media business. Simplifying its data center architecture also lays the groundwork for a multicloud future.

Broadcast TV and magazine production mean uploading, editing, and moving high-definition video and huge image files. The America's Test Kitchen network is designed for such heavy-duty media usage and is primed for the industry's inevitable shift to ultra-high definition video. The network powers everything from television production and magazines to books, Web content, and administrative operations.

Everyone—from video editors to chefs to editorial assistants—have fast, secure access to the applications, video, images, and data they need to produce and broadcast shows as well as to generate Web content. “We don't see any difference in latency or accessibility whether something's hosted onsite or in our offsite data center,” Brandt says.

### Radically Simpler Network Fuels Growth

“We had an incredibly successful transition to Juniper,” Brandt says. “Juniper is best-in-class. We have a network backbone that's exponentially faster than before and is much easier to manage and administer.”

While America's Test Kitchen is a nationally recognized brand, like most midsize organizations, their IT team is relatively small. As Brandt explains, “TCO is very important. Operationally, we need to make sure we can provide as much value and efficiency as possible.” The performance, resiliency, and integrated security of a Juniper network delivers that TCO. “From a TCO standpoint, Juniper delivers a very good value.”

With a radically simpler, operationally more efficient network, IT can quickly adapt as business conditions change. For example, “we quickly and easily rearchitected portions of the network in the last days before we lit up the facility,” Brandt says.

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Centralized event monitoring and policy management with Juniper Sky Advanced Threat Prevention and Juniper Networks Junos Space® Security Director enable real-time threat protection and segregation. Juniper Networks SRX1500 Services Gateway provides advanced security services, including content security and unified threat management. Juniper Sky ATP provides advanced malware protection from the cloud, securing data center workloads and protecting employees against spearphishing, ransomware, and other malware, wherever they reside.



Having security integrated into the network was critical for America's Test Kitchen to simplify security operations while mitigating the risk of disruption to its shows, websites, and other media resources and to protect its intellectual property. “We need to be smart, lean, and efficient,” says Brandt. The Juniper Connected Security platform was the perfect solution. “I can sleep better at night knowing that I have substantial protection with Juniper.”

The IT team can manage the network, both physical and virtual, through a single pane of glass using Juniper Networks Junos Space Network Director. “Between the Junos OS command line and Junos Space, we have a window into the operation of the network that we didn't have before,” he says.

### A Seamless Cutover

“It has been a seamless transition to Juniper,” Brandt says. “The real achievement is that during this entire operation, the end users didn't know anything about the changes.” Users—everyone from chefs to administrative assistants—left the office on a Thursday; when they returned the following Monday, everything

was ready. "They sat down at their desks, and it was as if nothing had changed. We had zero downtime from an IT standpoint. We did a lot of planning, and thanks to the ease of use of Juniper and the support from our consultant, Integra Networks, everything ran smoothly."

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## Ready to Sizzle

America's Test Kitchen is already onboard Holland Cruise Lines, where guests can watch live cooking shows and master new skills. It's launching America's Test Kitchen Kids, a line of books that will range from board books with pictures of baby's first food to STEM-based picture books to cookbooks. Through it all, America's Test Kitchen can be confident that its network infrastructure will remain agile.

"As our needs change, we have a solid foundation to build out faster services, support different content types, and move that content around to different delivery channels," says Brandt. "Juniper has been a great improvement for us."

## For More Information

To find out more about Juniper Networks products and solutions, please visit [www.juniper.net](http://www.juniper.net).

## About Juniper Networks

Juniper Networks brings simplicity to networking with products, solutions and services that connect the world. Through engineering innovation, we remove the constraints and complexities of networking in the cloud era to solve the toughest challenges our customers and partners face daily. At Juniper Networks, we believe that the network is a resource for sharing knowledge and human advancement that changes the world. We are committed to imagining groundbreaking ways to deliver automated, scalable and secure networks to move at the speed of business.

### Corporate and Sales Headquarters

Juniper Networks, Inc.  
1133 Innovation Way  
Sunnyvale, CA 94089 USA  
**Phone: 888.JUNIPER (888.586.4737)**  
**or +1.408.745.2000**  
**Fax: +1.408.745.2100**  
**[www.juniper.net](http://www.juniper.net)**

### APAC and EMEA Headquarters

Juniper Networks International B.V.  
Boeing Avenue 240  
1119 PZ Schiphol-Rijk  
Amsterdam, The Netherlands  
**Phone: +31.0.207.125.700**  
**Fax: +31.0.207.125.701**

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