Bloomberg Manages Bloomberg Television's Media Production Network in New London Building with Apstra

COMPANY

Bloomberg

INDUSTRY

Financial Services, FinTech

APSTRA USE CASES

○ IT Operations

○ Security and Network Compliance Requirements

○ Intent-Based Design and Analytics

SOLUTION

○ Apstra Intent-Based Data Center Automation

Leading Innovation Together

When Bloomberg Television opened its state-of-the-art broadcast facility in the company's new European Headquarters in London last year, network engineers from the company's IT infrastructure team collaborated with Apstra to successfully pilot its technology in order to gain visibility across and more effectively manage the network fabric supporting the building's media production systems.

This network infrastructure demands high-performance and availability associated with the production of eight hours of live television and four hours of live radio programming in the building each day. It connects the building's central studio, three other broadcast positions around the building, two recording studios, a photography studio and three control rooms and all of BTV's production equipment. This IP data network includes 90+ network nodes, 400+ 40GbE network fabric links, 4,000+ network ports, and 2,000+ live network endpoints connecting at a combination of 10GbE, 40GbE and 100GbE -- not to mention a 14 PB video storage system.

Given the size of the company's new building in London and the IT infrastructure team's interest in operating a multi-vendor production network, the team sought to simplify the management of this network by deploying a technology solution typically found only in data centers. Apstra helps Bloomberg's team continuously validate the performance of the media production network through automation, providing 'digital assistance' to its engineers who are tasked with monitoring, predicting and preventing disruptions in real-time.

"Apstra's system gives us a single view into the entire network – regardless of our devices, switches, operating systems or vendors. It has enabled us to gain the day-2 operations efficiency needed to manage and sustain the complex network infrastructure in our cutting-edge facility."

— **Bloomberg Global Head of Capital Projects, Tony Lott, on IT life with Apstra**

Using Apstra's library of probes, Bloomberg's network engineers have been able to quickly run specific tests against different services running over the BTV media production network. This has improved the team's operational efficiency, has made it easier for them to answer questions around network health and performance, and has let them take preventative action long before they are apparent to the network's users – Bloomberg's, Television's production staff.

Bloomberg's Television is Bloomberg's Media's global business and financial television network, available in more than 437 million households worldwide. Bloomberg's Television is also delivered to theBloomberg's Terminal, which guides the world's financial elite with indispensable real-time data, news, and analysis. The network streams live onBloomberg's digital and mobile properties, along with Apple TV, Amazon Fire TV, Android TV, Samsung TV and Roku.

Business Transformation

Business transformation is driving the mandate for data center infrastructure transformation. IT Leadership is requiring cloudification of operations, increased reliability, and reduced costs while IT clients are demanding a cloud-like experience, simplified operations, and lower DevOps costs. Apstra Intent-Based Data Center Automation meets all of these demands and enables businesses to build a data center that increases application reliability and availability by automating and simplifying deployments and operations and reducing OpEx and CapEx costs.

Positive Impact

With Apstra, Bloomberg was able to implement a three-pronged solution with the following three innovations:

Network Discovery | Offbox Agents | Intent-Based Network Probes

About Bloomberg

Bloomberg, the global business and financial information and news leader, gives influential decision makers a critical edge by connecting them to a dynamic network of information, people and ideas. The company's strength – delivering data, news and analytics through innovative technology, quickly and accurately – is at the core of the Bloomberg Terminal. Bloomberg's enterprise solutions build on the company's core strength: leveraging technology to allow customers to access, integrate, distribute and manage data and information across organizations more efficiently and effectively. For more information, visit **www.bloomberg.com/company** or request a demo.

About Apstra

Apstra® Intent-Based Data Center Automation increases application availability and reliability, simplifies deployment and operations, and dramatically reduces costs for Enterprises, Cloud Service Providers, and Telcos. Apstra empowers Intent-Based Data Centers through its pioneering Intent-Based Networking, distributed system architecture, and vendor-agnostic overlay. Headquartered in Menlo Park, California and privately funded, Apstra is a Gartner Cool Vendor and Best of VMworld winner. For more information visit: www.apstra.com or follow us on twitter @ApstraInc.

For more information, visit **www.apstra.com** contact **sales@apstra.com** or follow **@ApstraInc**

To learn more about Apstra, please visit **www.apstra.com.**

CHALLENGES

- Manage complex network infrastructure
- Gain visibility into network performance
- Predict and prevent disruption in real-time
- Simple operation, Day 0, 1, 2, and beyond
- Flexibility and agility to accommodate change

RESULTS

- Vendor agnostic/ multi-vendor
- Resilient infrastructure
- Allows for continuous improvements
- Increased operational velocity
- Resilient and predictable
- Massive scale
- Allows for maintenance while maintaining availability