Content Delivery Network Company (CDNC)
The CDNC is a leading content distribution network with over 175,000 servers in over 100 countries within over 1,300 networks. The CDNC delivers 15-30% of all Internet traffic and is growing at 65% per year. With improvements driven by more power-efficient server technology, CDNC’s data center growth is closer to 30% per year.

Challenge
With plans to launch higher speed broadband Internet plans to its subscribers, Bright House, a cable TV and Internet provider in the Southeast, was concerned about the growing cost of connecting to a leading Content Delivery Network Company (CDNC) through Time Warner Cable. The CDNC was peering with Time Warner Cable over multiple 10 Gbps links to reach Bright House in Tampa.

Having upgraded to DOCSIS 3.1, Bright House was preparing to introduce a 300 Mbps broadband Internet service to its subscribers. The forecasted growth in traffic to reach the CDNC would have required the two companies to establish several 100G circuits to Atlanta at a considerable cost. The CDNC felt that moving content closer to Bright House would lower latency and improve user experience, allowing the CDNC to serve more content, which directly increases their revenue.

Time Warner Cable and Bright House called upon the CDNC to establish a POP in 365’s data center in Tampa where the cable and Internet providers had major POPs and head ends. The two companies planned to reduce transport and IP transit costs while lowering latency. In examining the traffic and costs, the CDNC and network providers believed it would make economic sense to interconnect directly in 365’s Tampa, Fla. data center.

Solution
The CDNC initially needed a private cage to deliver 180 Gbps worth of edge capacity in Tampa to meet Bright House’s subscriber demand for the CDNC’s content. Each rack delivers approximately 10 Gbps worth of traffic while drawing as little as 3 kW, a highly efficient model. As a leading global CDN, the CDNC demanded high security and reliability to serve web content, streaming media (online video), e-commerce transactions and software downloads.

Impact
365’s data center in Tampa is the primary Bright House POP in the area. By deploying a CDN edge caching POP in 365’s facility and interconnecting directly to Bright House, the CDNC, Time Warner Cable and Bright House benefited economically. Time Warner Cable was able to avoid allocating multiple 100G waves to peering traffic. Bright House reduced its connectivity costs, and the CDNC improved the user experience and performance to reach subscribers in the Tampa and Orlando, Fla. region. Within ten months, the CDNC grew by 50% to support an additional 100 Gbps of growth. In fact, the deployment was so successful, the traffic served doubled from 180 Gbps to 360 Gbps within several months.

“CDNs and major content providers are doubling their content network footprint by moving caches into tier 2 U.S. cities,” said Keao Caindec, Chief Commercial Officer, 365 Data Centers. “This improves user experience and lowers cost at the same time, a true win-win.”