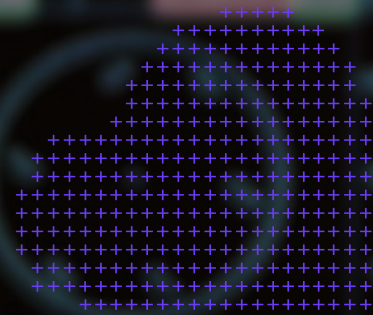
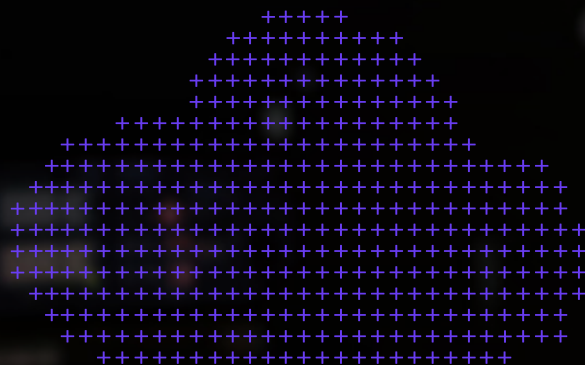


Los Angeles Distribution and Broadcasting (LADB)



CASE STUDY





Los Angeles Distribution and Broadcasting (LADB) is a secure digital media and content facility providing services to the entertainment industry, including several major Hollywood studios and TV networks and hundreds of other production companies and leading streaming distributors. LADB offers advanced content processing and transcoding, screening and mastering, broadcast and master quality control services.

LADB also leads the industry in security and content protection. LADB is the only post-production company worldwide to hold three concurrent ISO certifications — ISO 27001, ISO 9001, and ISO 22301.



LADB X PACKETFABRIC



LADB
LOS ANGELES DISTRIBUTION & BROADCASTING, INC.



The Challenge



LADB maintained a high-speed network between its Burbank facility that handles “just-in-time” services for their clientele, and multiple colocation data centers, utilizing traditional WAN services.

In the middle of 2017, anticipating the end of their contract terms in January, 2018, the company decided to examine and update its WAN connectivity. Due to increasing customer demand, LADB needed higher resiliency—a redundant, fault-tolerant WAN solution to support 24x7 operations. In addition, LADB needed Direct Connect options to public cloud providers for an upcoming cloud-hosted product launch.



LADB X PACKETFABRIC



The Solution



LADB evaluated PacketFabric and was impressed with its carrier-class, secure, private and resilient connectivity that could easily scale on-demand to meet their growing bandwidth needs. PacketFabric suggested diverse connections from the Burbank facility to two different data centers (Coresite LAX1 and Equinix LAX1). In addition, PacketFabric worked with Internet Service Provider GTT to build a Direct Internet Access (DIA) circuit to LADB's specifications to provide last-mile connectivity to the LADB facility.

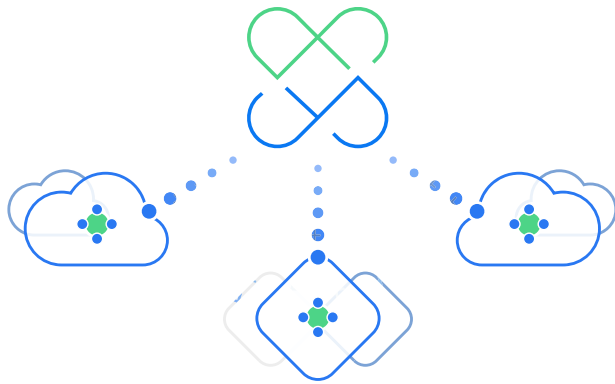


LADB X PACKETFABRIC



PACKETFABRIC

The Results



PacketFabric has empowered LADB with scalable connectivity, even as they've seen their peak bandwidth spike significantly higher over time. Furthermore the PacketFabric network is carrier-class and delivers resiliency via automatic load balancing across both colocation data centers, ensuring LADB can deliver the services customers expect. LADB testing found that even when one circuit is brought down to simulate a failure, based on the recommended diverse connectivity, there is no noticeable performance difference to LADB's end users.

“PacketFabric enables us to expand our bandwidth at high scale, helping us deliver content faster and meet our client demands,” said Michael Holt, LADB Systems Administrator. “The PacketFabric solution means that we can continue to scale the network to meet our needs for years to come. We can increase our network capacity in minutes. We can also help our clients to establish direct, secure connectivity to us with high transfer speeds and low latency.”



LADB X PACKETFABRIC



The WAN Becomes the Cloud



PacketFabric delivers carrier-class WAN connectivity with cloud-like ease of deployment and consumption.

We built a massively scalable, 50T+ global, private, secure optical network, automated from the ground up to offer on-demand Layer 2 and Layer 3 connectivity from monthly to longer terms. Connect at up to 100Gbps in minutes between hundreds of colocation data centers, CSPs like AWS, Azure, GCP, IBM, and Oracle, major SaaS providers like Salesforce and Webex, and a broad ecosystem of Internet Exchange, SaaS, Disaster Recovery and Backup as a Service, and other providers.

The PacketFabric network is carrier class, with redundant stacks and paths. Users can provision carrier-class point-to-point, hybrid cloud, and multi-cloud connectivity in minutes using a self-service portal, while DevOps teams can manage connectivity in real-time using a comprehensive REST API. **Learn more at www.packetfabric.com.**

