



**FOUNDRY**  
NETWORKS

## CASE STUDY: NEO INDEX

**Video-on-Demand Service Relies on Foundry to Reach Over 100 Million Viewers**



[HTTP://WWW.NEOINC.JP/E/](http://www.neoinc.jp/e/)

### SUMMARY

A video-on-demand pioneer, NEO Index has one of the largest subscription bases in Japan. Subscribers can view more than 3,000 movie titles using the company's Nextensive® video-on-demand (VoD) TV service, or Nextensive for PC.

With such a wide variety of movie titles available to subscribers, NEO Index appeals to a wide audience of movie lovers. The company manages multiple licensing agreements with content holders such as Japanese movie distributors and production companies, which have agreements with Hollywood's major studios.

### OBJECTIVE

NEO Index reaches its subscribers through channel partners such as Internet Service Providers (ISPs), apartment/condominium developers, hotels, hospitals, karaoke establishments, Internet cafes, and amusement parks. Any disruption to its service causes the quality of video content to deteriorate on customers' TV screens.

The Nextensive solution consists of content, digital rights management (DRM), network infrastructure, content distribution servers, and set-top box clients. Performance, stability, and low latency are must-haves for NEO Index's network infrastructure.

To receive high-quality VoD, each user needs 4 megabits of bandwidth. To run 2,400 streams of video content simultaneously, NEO Index relies on 10 Gigabit Ethernet (10GbE) technology.

"We need true 10-gigabit performance, hardware stability, and low latency data transmission at a reasonable price. The Foundry solution delivers reliable 10-gigabit performance," says Gaku Kamimura, a project manager in the IP solution department at NEO Index.

### SOLUTION

After considering 10GbE solutions from various networking vendors, NEO Index chose Foundry Networks. NEO Index built its bandwidth-intensive VoD service using Foundry BigIron® 8000 switches for the backbone and FastIron® 800 switches for traffic distribution.

Soliton Systems K. K., a Foundry partner in Japan, deployed the new network in two months, and it continues to service and support the Foundry solution.

"We don't feel any stress. We turned Foundry's switch on in June 2005, and the system has never gone down. It is stable with very low latency," says Kamimura.

**INDUSTRY**  
IT

### COMPANY DESCRIPTION

NEO Index is one of the largest providers of VoD content in Japan. It licenses and distributes video content to subscribers via its Nextensive service, which began operation in 2002.

### OBJECTIVE

- Ensure low network latency to prevent any quality degradation in the video delivered to customers' screens
- Install reliable hardware that will ensure network uptime
- Create a 10 GbE network with the bandwidth to serve as many as 2,400 video streams simultaneously

### SOLUTION

- Foundry BigIron 8000 backbone switches provide flexibility, resiliency, security and performance
- FastIron 800 edge switches handle distribution of NEO Index's bandwidth-intensive VoD traffic

### RESULTS

- Increased bandwidth positions NEO Index for growth and new product offerings
- New network was installed in just two months
- Foundry equipment with its QoS features delivers high quality video to NEO Index partners and customers
- Foundry's cost, performance, and features give NEO Index an advantage in a highly competitive marketplace

## RESULTS

Customers who use the Nextensive service enjoy its convenience and ease of use.

The increased bandwidth provided by Foundry's solution allows NEO Index to provide a vast catalog of high-quality visual content. Customers are able to enjoy their favorite movies whenever they want, in the comfort of their own home.

Video makes unusual demands on a network, and Foundry is able to easily support NEO Index customers' needs. In the network core, the BigIron 8000 can identify network traffic and enforce bandwidth limits to ensure traffic has the necessary quality of service to support on-demand video. As traffic levels increase or decrease, Foundry's advanced quality-of-service features allow administrators to enforce or change traffic priority based on port, VLAN, Source MAC, ACL, 802.1p, Type of Service (ToS) or DiffServ settings, to prioritize business-critical flows. And, NEO Index can offer superior video quality due to Foundry's industry-leading port-to-port latency of 10 to 20 microseconds.

The FastIron 800 includes additional performance-enhancing features to better support video requirements as the traffic is distributed throughout the network. NEO Index can enforce traffic prioritization using multiple queuing methods, such as Strict Priority (SP) or Weighted Fair Queuing (WFQ). These queuing techniques allow network administrators to enforce traffic prioritization.

And to ensure the video is always available for customers, the Foundry equipment has redundant management modules with rapid failover and hot-swappable power supplies to prevent network down time.

Dynamic bandwidth provisioning makes it possible for NEO Index to control the amount of bandwidth consumed by any individual customer and manage bandwidth. Properly monitoring and accounting the bandwidth is equally important to ensure customer satisfaction with the service. Using sFlow, NEO Index can accurately monitor the network activity for a given customer and proactively recommend additional bandwidth as needed.

With Foundry's strength and performance capabilities in its network, NEO Index will continue to promote innovative and attractive services to further improve customers' quality of life as Japan moves toward a ubiquitous network society. Going forward, NEO Index expects that Foundry will continue to provide networking solutions with superior price/performance and stability, enabling NEO Index to deliver the content its customers want, whenever and wherever they want it.

Foundry gives us a competitive advantage with its low cost, full set of features, and stable performance," says Kamimura.

**“ WE DON'T FEEL ANY STRESS. WE TURNED FOUNDRY'S SWITCH ON IN JUNE 2005, AND THE SYSTEM HAS NEVER GONE DOWN. IT IS STABLE WITH VERY LOW LATENCY. ”**

— Gaku Kamimura  
Project Manager,  
IP Solution Department  
NEO Index Corporation

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