

Nextgen and Hostworks Partner to Facilitate 100 Gbit/s Capable Content Distribution



When Hostworks wanted to enhance the performance and reliability of its content delivery network it embraced Nextgen's 100 Gbit/s-capable connectivity services and national fibre optic infrastructure.

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Hostworks Customer Profile

Industry: Online and Digital Media Content Services

Size: Two major data centres in Sydney and Adelaide and multiple minor facilities.

Snapshot: Hostworks provides online and digital media services to 10 of the 12 largest content aggregation companies in Australia. They host over 200 applications including many of the country's largest and most complex online applications.



IT Benefits:

- Capability to scale up to 100 GBit/s corporate networking
- Creating shorter, more direct, high speed routes between internet content, hosted applications, internet service providers and users
- Improved access to extensive national fibre infrastructure
- Easy scalability for content demand spikes
- Ability to spread load to available resources nationwide when demand increases
- Improved performance and stability of core services
- Ability to shift unprecedented amounts of data without compromising speed

Business benefits:

- Reduced costs for high bandwidth connections
- Market differentiation and competitive advantage by being able to offer 100 GBit/s capability
- Allows Hostworks the opportunity to facilitate richer internet content solutions in line with evolving customer requirements
- More effective management of customer requirements
- Enhanced risk mitigation on service level agreements
- Enhanced ability to innovate and provide continual service improvement
- Improved readiness for an NBN-enabled nation

About Hostworks

Hostworks is a business that caters for the rapidly changing demands of the online and digital media sector. It delivers business critical services to most of the major online and digital media market leaders in Australia including ninemsn, Network TEN, ABC, Prime, Ticketek, Carsales, Seek, realestate.com.au, SBS and many more.

Established in 1999, Hostworks continues to invest heavily in new technology, services, procedures and processes to ensure its customers have the greatest capability to meet their business demands and expectations. Subject to the rapid fluctuations that are typical of this industry, content held in Hostworks data centres accounts for a significant portion of Australia's daily internet traffic.

Managing large amounts of data

According to Adrian Britton, General Manager, Technology, Strategy and Innovation for Hostworks, there is an ever-increasing demand for richer internet content and that can only be met with higher bandwidth connections.

"We send an enormous amount of data out into the internet and that is only going to continue growing," Britton said. "Often our biggest challenge is to ensure the internet-based applications of our clients do not stop working from over-demand. To do that we need to have a high quality content delivery network that can scale up as demand requires and quickly spread the load around our available resources nationwide."

"To effectively manage customer requirements, we need to have a cutting edge CDN that meets our current and future demand for high speed data transfer."

Connectivity up to 100 Gbit/s

Hostworks engages with a large number of telecommunications providers taking advantage of their respective strengths where they complement its business objectives.

"What we are most interested in with Nextgen is the 100 Gbit/s-capable technology that has been successfully demonstrated and subsequently deployed to our Adelaide data centre," Mr. Britton said. "Having such a large amount of bandwidth fits neatly with our vision of being able to innovate and provide continually improving, richer content for our customers going forward."

"We are only just starting to explore what could be possible through having 100 Gbit capable networking but we are already sure that it will help us to maintain competitive advantage."

Effectively, what the high speed CDN will deliver for Hostworks is almost instant transferral of content between its multiple data centres thereby improving customer experience because the rich content is closer to the consumer as required.



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“This new technology will allow us to shift enormous amounts of data out of our Adelaide site without compromising speed which in turn helps us to guarantee stability and performance of complex, high demand applications and websites,” Mr. Britton said.

“Hostworks is very proud to be able to add Nextgen to its portfolio of strategic carriage providers. Nextgen’s 100 Gbit/s-capable technology and extensive national fibre infrastructure supplements the reach offered to Hostworks by its existing carriage partners and strengthens the value proposition we are able to introduce to customers via our cutting edge content delivery network.”

Trends in corporate data

Phil Sykes, Managing Director of Nextgen Networks said that as a specialist data network provider, Nextgen is fundamentally in the business of connecting customers to content over high bandwidth infrastructure.

“There are a number of industry trends we have observed that positions market leading data centre facilities such as those run by Hostworks as good strategic hubs for us,” Mr Sykes said. “Many corporate customers are acknowledging the value proposition of ‘cloud computing’ models and moving infrastructure to managed data centres.”

“Hostworks’ Kidman Park facility in Adelaide is one of the largest and best quality data centres in the country with an impressive array of high profile web content providers and hosted corporate applications distributed from there.”

“In a market where quality data centre space is limited, Kidman Park has significant immediate capacity for growth, it is inevitable that corporate customers will migrate towards this facility.”

Win, Win For Nextgen and Hostworks

Meanwhile, as price pressure continues to build on network services, the richness of content becomes more significant in the value chain, according to Mr. Sykes.

“Hostworks is a significant provider of Australian content and it is our view that their presence in this space will continue to grow,” Mr Sykes said. “Nextgen’s presence in facilities such as Hostworks’ Adelaide data centre, places our national network close to a major distributor of content and its customers.”

“This in turn puts us in a healthy and strategic position to bridge the gap for our ISP and carrier customers between high quality content distribution and the consumers of that content.”



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Enhanced Value Proposition

As far as Hostworks is concerned, such a high quality, high speed connection helps it improve the performance and stability of its core services such as Elastic Compute.

“Elastic Compute (cloud computing) is broken into two parts which we call ‘Utility’ and ‘On-Demand’. We are able to establish baseline ‘Utility’ loads for our customers’ websites and/or applications and then we can apply additional resources ‘On-Demand’ as consumer demand for an application or website rises,” Mr Britton said.

“After an event or demand peak has passed, the Elastic Compute solution returns the website or application back to its stable, baseline state.”

“Having two divergent fibre optic paths connecting Nextgen’s national network to our Adelaide data centre, each fitted with 100 Gbit/s-capable switching gear clearly advances our content delivery capability and enhances risk mitigation on service level agreements.”

Ready for an NBN-enabled nation

Both Hostworks and Nextgen are better equipped for the proposed National Broadband Network as a result of this strategic partnership.

Mr Sykes said that when every home and business in the nation has the potential to access affordable high speed internet connectivity, the value proposition of content management organisations such as Hostworks and flexible, innovative connectivity partners such as Nextgen will escalate.

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“Hostworks is a natural point of interconnect for Nextgen going forward as it suits our strategy to be as close as possible to the point of origin for high-value and high demand content,” Mr. Sykes said. “Hostworks’ Adelaide data centre provides a strategic node within our national network for bringing high bandwidth, rich content closer to the consumers.”

As far as Hostworks is concerned, the enhanced connection speeds that are facilitated by the Nextgen technology will help to make its customers’ applications and websites perform better over a wider area than has been available previously.

“We live in a massively agile world,” Mr Britton said. “It is important for us to have nimble, innovative and flexible providers such as Nextgen working with us to deliver the outcomes that our customers require.”

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ABOUT NEXTGEN NETWORKS:

Nextgen Networks is a specialist provider of high performance data services and solutions. A member of the Leighton Group, Nextgen Networks owns and operates Australia’s third largest fibre optic network and Australia’s first national VPLS network. Its customers include managed network service providers, network integrators, carriers, corporations and government agencies.

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