



## **MPLS CASE STUDY (MEDIA COMPANY)**

### **Background:**

- One of India's largest Media company
- Head-Quartered in New Delhi
- Daily readership base of 12.7 Million
- 19 printing facilities across India with an installed capacity of 1.5 Million copies per hour

### **Requirement:**

- Company has multiple MPLS links running
- Links are currently being provided by other service providers (Reliance, Tata and Tulip)
- Company requires Layer 3 MPLS VPN connectivity to connect their Agra and Kanpur offices to their Headquarters in New Delhi
- On successful implementation of these links, other offices of the company will be connected on to the MPLS network

### **Challenge:**

- Customer packets used to drop after reaching the 80% of bandwidth utilization
- Delivery time line was very short.
- To trust Aircel as a service provider for Data requirement in compared to existing player like Reliance, Tulip and Tata.
- High uptime required to Tier B and C cities.

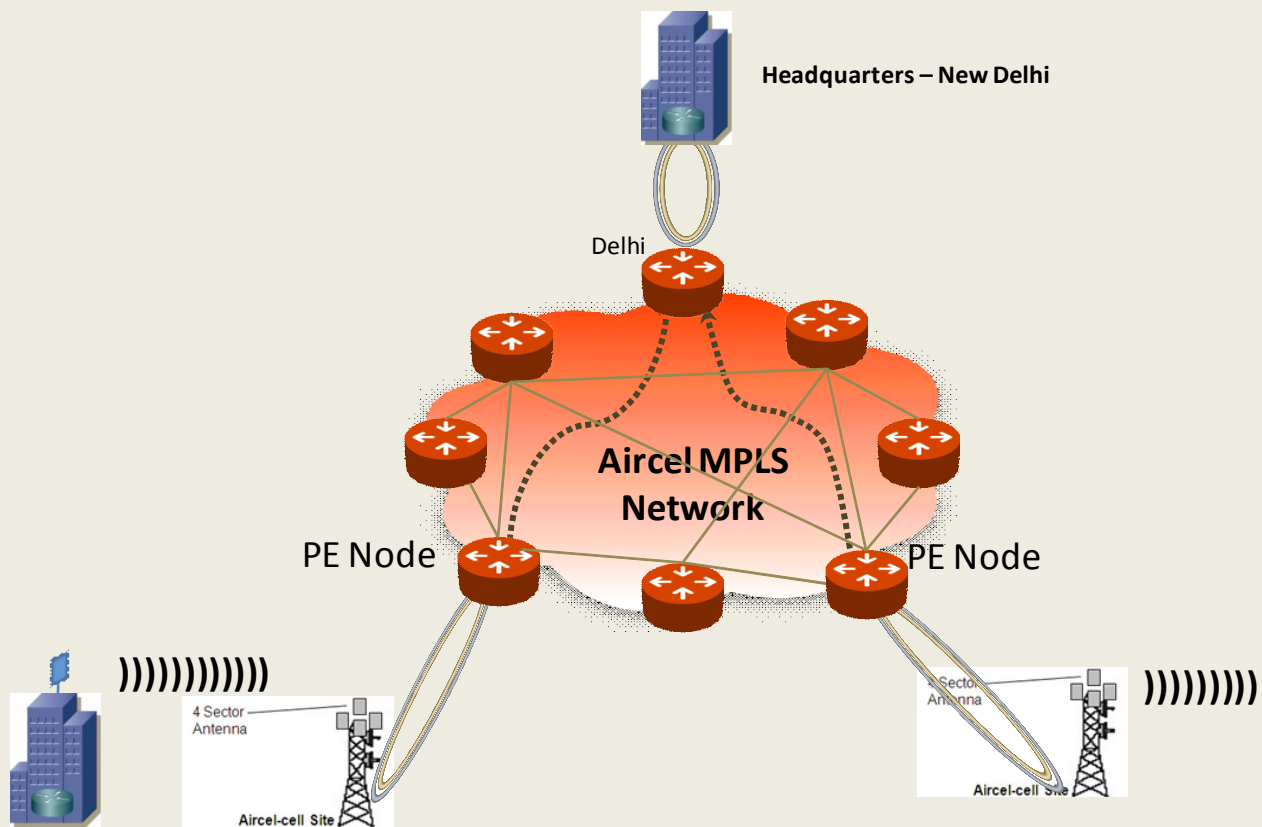
### **Solution:**

- MPLS Bandwidth provisioned at each site as per the requirement
- At Agra and Kanpur, links provisioned over Wi-MAX (Licensed band)
- Hub and Spoke architecture wherein Headquarter of the company is being configured as Hub location



- CoS 3 marking of the company's traffic to ensure prioritization of the same on Aircel's state-of-the-art MPLS network
- Routing Protocol between CE-PE configured is BGP

### Architecture:



### Features:

- **Topology** :: Hub and Spoke
- **Total MPLS bandwidth configured** :: 10 Mbps
- **Class of Service** :: CoS 3 (Business Critical Applications)



**Benefits:**

- Highly scalable network architecture to cater to future requirements of the company
- End-to-end SLAs
- Faster deployment of the links
- All links provisioned within two weeks (including fiber blowing and tower installation) of customer confirmation