

an enterprise  
solutions  
partnership



Hughes Network  
Systems deliver  
DIRECWAY Content  
Delivery Services  
with help from hp

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managed solution.”**

Emil Regard  
Vice President of Marketing  
HNS

Hughes Network Systems (HNS), a unit of Hughes Electronic Corporation, is the world's largest provider of broadband satellite network solutions for businesses and consumers, with over 500,000 systems installed in more than 85 countries. HNS' broadband services do more than just deliver narrow band services at higher speed: they enhance the end user experience, providing bandwidth-on-demand as required for various rich media applications. HNS has developed advanced satellite solutions that make these services available to everyone, everywhere – from major corporations to consumers.

Emil Regard, Vice President of Marketing for HNS said, "We provide large enterprises, for example retailers, automotive dealers and financial brokers, with broadband satellite networks. We have minimally 14 live feeds running at any one time. We do more live television broadcasting everyday than all of the TV networks combined – and that's just for interactive business learning!"

### **providing content efficiently**

Hughes created DIRECWAY Content Delivery Services (CDS) in response to the market's growing need for affordable and efficient content delivery services. Regard explained, "CDS combines three basic services: Multicast Streaming – the "simulcast" delivery of high quality live video at 1.2 megabits per second to all intended remote sites; Multicast Delivery – the simultaneous distribution of any file type, for example software updates, multimedia updates up to three million bits per second, to any number of desired locations; and Video on Demand – providing fast, convenient access to training materials, product promotions etc. at intended remote locations. CDS also incorporates a Network Acceleration feature, which improves network performance by reducing bandwidth consumption."

### **Delivering a fully managed solution**

There are two basic components to CDS – a hub component where the satellite up-links occur and a remote component that resides at the end-user's site.

For some years, HNS has used Hewlett-Packard Company servers and storage in its own data center to run its business applications. With a foundation of good experience, HNS has formed a business relationship with HP to deliver its new services. Specifically, through this alliance, HNS deploys HP Media Cache Server Appliances as the remote component at its client's sites. Regard commented, "We utilize the HP Media Cache Server Appliance – an Intel™-based server running Inktomi traffic server software – augmented with some of our own intelligent caching software to provide premium services."

In order to manage the solution HNS utilizes HP OpenView on the server appliances. "HP has done a beautiful job with the HP OpenView software suite – it takes the hardware to a platform where we can provide a fully managed solution," noted Regard.

He continued, "We also use HP servers and storage devices back in our satellite hubs, giving us the capability to scale the infrastructure to accommodate growing customers."

### **a typical customer experience**

Imagine a large office supplies store seeking to reduce operational costs for hundreds of their stores. Typically some of the largest costs come from employee turnover. However, when employees are educated about company benefits, they remain longer with the company. Additionally, substantial costs are incurred to constantly train employees on the myriad of existing and new

## **industry**

### **satellite broadband products and services**

### **challenges**

- **help companies reduce operational costs and identify new sources of revenue**
- **assist frame relay networks to offload the broadcast of multimedia content**

### **solution**

- **delivering DIRECWAY Content Delivery Services utilizing hp storage and servers at the DIRECWAY hub and hp Media Cache Server Appliances with DIRECWAY satellite equipment at the end-user sites**

### **results**

- **the satellite overlay delivers broadband content at high speeds, augmenting and offloading the underlying frame relay networks**
- **content can be proactively fetched and multicast via satellite to hp Media Cache Server Appliances in every location for optimized performance**
- **customers can choose to utilize hp Media Solutions' professional services for their content creation and management**
- **in the event a frame relay network fails in any location the satellite link can be used as a backup connection**

products at each store. At the same time, executive management would like to increase store revenues. Delivering music and messaging into each store might be an area where strategic advertising could help the top line, plus it makes it a comfortable environment where customers spend more time and purchase more items. In support of these business initiatives, the IT department would typically connect all the stores with a frame relay network, but attempting to broadcast multimedia – training videos and music – to the stores would put a severe strain on such a network.

With DIRECWAY CDS, the satellite overlay would provide the bandwidth to deliver broadband, high speed content to all the stores, augmenting and offloading the frame relay network. HP Media Solutions' professional services are available to assist customers with their content creation and management. The satellite overlay also could be utilized to accelerate the underlying network's performance. The Internet traffic currently running on the stores' frame relay network could be dynamically analyzed and a majority of the content could be proactively gathered and multicast via satellite to HP Media Cache Server Appliances deployed in the stores. Since much of this Internet traffic would not be typically mission-critical, re-directing it would free bandwidth on the frame relay network for critical applications needed for running the business. An additional benefit is that in the event the frame relay ever failed in any one store then the satellite link could be used as a backup connection.

### **a perfect relationship**

Regard enthusiastically explained, "The relationship is working well. HP has an extensive marketing reach into DIRECWAY CDS target markets. Plus, it has a well-defined and developed broadband program, allowing us to integrate our technology into its own. HP OpenView allows us to manage all the way to the end user – it's the perfect

software for us to create a managed service. Finally, HP has a lot of resources focused on delivering the right solutions to the right people and servicing it all."

He concluded, "We spent an enormous amount of time up front completely understanding each others' intentions, resources, goals, investments etc. to ensure we were designing the relationship and service offering around something that could be supported and sustained. HP has done a tremendous job of supporting it this far – we are confident our customers will be delighted with DIRECWAY Content Delivery Services."

For more information on how working with Hewlett-Packard can benefit you, contact your local HP service representative, or visit us through the Internet at our World Wide Web address: <http://www.hp.com>



### **customer at a glance:**



**company:** Hughes Network Systems (HNS) is a unit of Hughes Electronic Corporation

**headquarters:** Germantown, Maryland

**acquired:** by Hughes Electronics in 1987

**employees:** over 6000

**tel:** (301) 428-5500

**URL:** [www.hns.com](http://www.hns.com) & [www.direcway.com](http://www.direcway.com)

**main services:** HNS pioneered the development of high-speed satellite Internet access services, which it markets globally under the DirecPC and DIRECWAY™ brands and is a major supplier of mobile satellite networks and user terminals.

### **solution details:**

- Direcway satellite dish and modem at the remote locations
- hp Media Cache Server Appliances at the remote locations
- hp OpenView
- hp servers and storage devices in the satellite hubs
- hp Media Solutions' professional services



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Printed in USA M0402  
5981-0825EN