

## Delivering higher quality video entertainment

In a highly competitive market, a leading video entertainment provider offers improved low latency, high quality services with a modernized infrastructure.



### Business needs

Finnish telecom provider DNA wanted to give their customers more choice with an extensive variety of highly responsive, low latency services — including live tv, recordings, video rentals and streaming services over any device.

### Business results

- DNA achieved greater simplicity and maximum performance while streamlining their workflows by consolidating multiple storage platforms with a single PowerScale solution.
- Improved scalability supported an increase in customer storage needs from 300TB to 5PB — without added management complexity or the need for additional personnel.
- Ease of lifecycle management meant that direct migration was unnecessary, preventing interruptions to customers while maximizing value of investments.

Customer profile



Telecommunications | Finland



“Dell Technologies gave us peace of mind about our infrastructure and helped us to focus on delivering improved services to our customers.”

**Pekka Jääskeläinen**

Head of Product and Service Platforms, DNA PLC

### Solutions at a glance

- [Dell EMC PowerScale](#)



“With Dell EMC PowerScale, we can seamlessly scale our storage whenever we have more content, more channels to record, as well as the better-quality video bitrates that our customers appreciate.”

**Pekka Jääskeläinen**

Head of Product and Service Platforms, DNA PLC

## Delivering competitive Digital Entertainment

As Finland's largest cable TV operator, DNA provides IPTV, NPVR and video-on-demand services to its customers. In recent years their customer base has been firm, with the rapid digitalization of video entertainment and proliferation of devices resulting in a highly competitive market.

DNA prioritizes offering ... advanced and competitive services to their customers. DNA TV is an application designed to provide viewers with 2-years of unlimited streaming and recording capabilities on any device. With a constantly updated film and TV catalogue, a comprehensive and highly scalable storage solution was a necessity.

## Meeting ever-changing storage demands

DNA TV aggregates content from DNA's own libraries, as well as from other third-party vendors and services. This content ultimately adds up to vast amounts of video content, all of which needs to be accessible to customers whenever they want.

“In the beginning we used to operate two different platforms providing IPTV and OTT services to our customers. One of those platforms managed live TV channels and network personal video recording (nPVR), and the other handled the Video on-demand (VOD) services” said Pekka Jääskeläinen, Head of Product and Service Platforms at DNA.

“It was really very inconvenient to operate these two platforms at the same time, and the fact that they contained the same type of data created additional OpEx and CapEx expenses. That's why it was a logical jump to combine them into a single Dell EMC PowerScale solution.”

## Simplicity and security at any scale

DNA knew that a simplified approach to storage would let them focus on what they do best — creating new products for customers and continuously refining them. “Dell provided an easy solution so that we could focus on our core business. It's been pretty simple to manage upgrades to the software without dedicating any of our own resources” Pekka explained.



### Improved scalability

... without added management complexity or the need for additional personnel.



“I certainly like that [our data] is safe and secure on PowerScale. With built in security and redundancy and support for geo-redundancy there are actually two clusters in separate locations — so it’s easier to sleep knowing that recordings are protected.”

**Pekka Jääskeläinen**

Head of Product and Service Platforms,  
DNA PLC

PowerScale also enabled DNA to make significant improvements to their data security. “I certainly like that [our data] is safe and secure on PowerScale. With built in security and redundancy and support for geo-redundancy there are actually two clusters in separate locations — so it’s easier to sleep knowing that recordings are protected” said Pekka.

## The Future of DNA

DNA’s future plans involve maximising the choices their customers have when it comes to entertainment. With a new, open Android TV set top box (STB), they want to give customers the opportunity to use whichever services they like.

“There are operators developing closed set top boxes where customers can only use applications made specifically for it. Our strategy is to keep our devices open so that customers can choose the content and services that make them happy” said Pekka.

With Dell EMC PowerScale hosting all of their TV-content and metadata DNA now has the flexibility to pursue this exciting approach to entertainment. Better still, they now have the security and peace of mind to focus on innovative new product development.

As Pekka concluded: “Dell Technologies gave us peace of mind about our infrastructure and helped us to focus on delivering improved services to our customers.”

“Upgrading the software and the node has been a really seamless experience with no effect to our production. Usually when you upgrade software there are always some issues... but that hasn’t been the case with our PowerScale cluster.”

As the world’s most flexible, scalable, and reliable scale-out NAS solution, PowerScale provided the performance and reliability that DNA needed. By moving their storage to a 100% PowerScale-based system, they have been able to reduce costs of storage by 30% and consolidate their resources to focus on improved customer experiences.

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