NetVanta Routers Offer Cost-Effective Reliability for Media Monitoring Network

The Challenge
A media intelligence service needed to transition its network to IP for high performance advertisement monitoring and image capturing. This mandated a need for high-performance routers with strong marks for reliability and maintenance history, while being cost-effective for a 100+ site deployment.

The Solution
ADTRAN's NetVanta® 3000 Series access routers were deployed at each of the connections. They offer all the features required at a price more than 50 percent less than other proposed solutions. High reliability, low maintenance, and a user-familiar CLI were three benefits that led the customer to choose ADTRAN's NetVanta 3000 Series.

The Benefit
The customer has been able to upgrade their network with ease and at a fraction of the cost of competing solutions.

The Products
The NetVanta 3000 Series is a family of modular access routers designed for cost-effective branch office connectivity or Internet access. This modular, full-featured solution supports line rates up to dual T1/E1 and includes stateful inspection firewall, QoS, and DSU/CSU, all at a cost that is up to 55 percent less than other brand name routers. To learn more about NetVanta products visit *www.adtran.com/netvanta*

TNS Media Intelligence/CMR is the leading provider of strategic advertising and marketing information—access media, brand, industry and market. The company's tracking technologies collect occurrence and expenditure data on more than two million brands spanning 20 media. The Competitive Media Reporting (CMR) division tracks broadcast advertising from its more than 100 locations throughout the United States and Canada. In late 2003, the CMR Division decided that the company would transition to advanced multimedia capture. This necessitated a change in their network from Frame Relay Access Devices (FRADS) to high-speed IP access routers.

"Reliability is key for our operation, and downtime is simply not an option" said Alan Focht, manager, field operations, TNS Media Intelligence/CMR. "We needed a way to connect more than 100 sites back to our central hub, without reliability issues and without data loss. Our solution had to be reliable, but affordable. The first proposal we received called for a Cisco solution that was quite expensive. That's when we began talking with Harbor Technologies, a New Jersey-based Value Added Reseller,(VAR). They recommended an ADTRAN solution."

Focht admitted that he was somewhat unfamiliar with ADTRAN internetworking solutions at that point. He outlined three must-have criteria that included: maintenance record – are the units reliable, cost, and expandability.

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> **TNS Media Intelligence/CMR**

"With the requirements they set forth, there was no better choice than ADTRAN," said Bill Peterson, Director of Technology Development for Harbor Technologies. "We explained that ADTRAN is known for quality products as well as service after the sale. We also noted that the NetVanta routers offer a familiar Command Line Interface, making them easy to install and maintain. This was topped off by a cost savings of over 50 percent," Peterson noted.

"The CLI was a great added benefit," added Focht. "It helped us to make the decision to choose ADTRAN. The technicians there were going to do the install knew Cisco gear—the similarities between the two made this an easy decision."

Peterson noted that the install was very easy. Harbor Technologies simply provided standard scripts and a checklist of parameters to customize based on the specific location. "They didn't have a lot of exposure to IP at that time. The NetVanta routers were an easy transition," he said.

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In addition to a cost-effective solution for today, both Peterson and Focht note that the NetVanta routers provide a path for future growth. "There are several features, such as QoS that are not being utilized during the initial roll-out that offer a wealth of opportunities for the future," said Peterson.

NetVanta 3000 Series
IP Access Routers

ADTRAN®