



Digital Sports Video Success Story

Organization

Digital Sports Video

Industry

Sports video scouting and editing software

Business Need

A content delivery network that ensures reliable, high-performance delivery of sports video footage to a customer base of more than 4,500 universities, colleges, junior colleges and high schools across the nation

Internap Solution

Content Delivery Network (CDN)

Results

- By leveraging Internap's five-nines of availability, DSV's customers stay constantly connected
- By utilizing Internap's redundant, high-speed connections to major Internet backbones, DSV gains unmatched reliability
- By selecting the best performing path, Internap's Managed Internet Route Optimization™ technology (MIRO) keeps DSV's traffic moving fast giving their customers a stellar video experience

“Internap provides us with a CDN that meets our unique requirements, which no one else would accommodate. Our customers include major college football programs from the nation's top conferences, so we need to make sure that our video footage is available 24/7. Internap has come through on every angle, and that gives me peace of mind.”

Chris Griffin

President, Digital Sports Video

Customer Overview

With more than 4,500 clients nationwide, Digital Sports Video Inc. (DSV) is the leading provider of football scouting and video analysis software. The nation's top football programs use DSV's powerful sports video presentation and production capabilities, which enables coaches to quickly gather, edit and organize game and practice video in a digital format. Coaches and players also have the ability to access video from any location with an Internet connection, facilitating faster information sharing and enhancing the recruiting process. Major athletic conferences, including the Pac-10, SEC, Big East and the Big 12, along with some of the nation's top-ranked college football teams, use DSV's recruiting video library for coaching, scouting, game analysis and recruiting.

Business Challenge

Geographical limitations were blocking DSV's ability to quickly distribute videos to customers. The company serves a client base of schools throughout the entire United States and Canada, so servers based at DSV's Dallas headquarters had a tough time running media-rich video files to distant customers in the Northeast and Northwest. DSV's large number of files created a bottleneck so enormous that content was literally delayed for days to some customers. DSV had previously attempted to tackle these latency issues head-on by partnering with a different CDN provider, but non-existent customer service and a lack of responsiveness to network issues added to frustrations. Hence, the company began scouting the industry once again for a reliable, fast CDN provider that could guarantee 24/7 customer support and service levels.

Solution Requirements

Since DSV's customers include major college football programs from the nation's top conferences, they wanted to ensure that video footage was available 24/7. The more time that coaches have to review an opponent's plays and analyze their competitors, the better their chances of bringing home a win. In order to guarantee customers immediate and consistent access to videos, DSV required instant communication among servers.

Additionally, DSV required a partner whose network could easily handle the millions of videos uploaded each month and then instantly deliver these files to customers.

Contact us to learn how Internap can solve your IT challenges by enabling you to focus on your core business, improve service levels and lower the cost of IT operations.

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Solution Benefits

Just as football scouts analyze every aspect of potential recruits, DSV carefully examined several high profile providers before selecting Internap. They were attracted to Internap’s 100% SLA, 24/7 technical support and personalized customer service. DSV gave Internap a 90-day trial period to test if we could resolve their network latency issues. They were impressed with the way Internap quickly adapted to their unique requirements and tweaked the network to accommodate their needs.

Since signing on with Internap, DSV has realized tremendous benefits, including:

Performance	Internap’s CDN solution leverages route optimization and supports five-nines availability, which means that DSV’s customers stay constantly connected while accessing their software.
Dependability	Internap’s industry-leading Service Level Agreement supports 100% uptime, eliminating frustration for DSV’s customers.
Reliability	Internap’s redundant, high-speed connections to major Internet backbones offer DSV unmatched reliability, resulting in a stable end-user Internet experience.
Speed	Internap’s patented MIRO technology always selects the best-performing, most available path, which keeps DSV’s traffic moving fast. The result: the best possible experience for customers, 100% of the time.

Bottom Line

Working with Internap has been a game-changer for DSV. Using Internap’s CDN allows DSV to concentrate on developing new revenue streams instead of worrying about server storage and maintenance. DSV now is focused on expanding their business into other sports, including basketball, volleyball and baseball.

Now that DSV’s playbook includes Internap solutions for storing, managing and distributing its sports video footage, fumbles such as slow uploads and delay are a thing of the past. Internap’s Performance IP™, leveraging MIRO, analyzes network performance characteristics such as available bandwidth, delays and packet loss, ensuring that DSV’s video traffic is routed over the best Internet path, every time. In addition, Internap’s whole-site approach to CDN delivery replicates frequently accessed content across cache servers at each location. The resulting stellar video performance and reliability is a win-win for DSV and its customers.

Why Internap?

Transform your IT Infrastructure into a competitive advantage with IT IQ from Internap, intelligent IT Infrastructure solutions that deliver unparalleled performance, availability and support. Since 1996, thousands of enterprises have entrusted Internap to deliver their online applications across our platform of connectivity, colocation, managed hosting and cloud services.

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