



Success story

The open source ESB solution for Services Oriented Architectures

Orange TV uses Petals to route orders and support high customer growth



Name

Orange TV

Market

Worldwide TV content provider

Sector

Worldwide corporation
Telecom

Use case

Infrastructure scalability

Dimension

Million of users
First Broadband TV provider in France

Implementation

January, 2009

Website/project

www.orange.fr

IT Environment

Unix Server
Web / java applications

Customer

Orange TV

Orange is a Telecom leader in Europe. More than 150 million customers benefit from their services across Europe: Mobile, Phone, Internet, VOIP, and Broadband TV. Orange sales reached 53 billion euro in 2007, with 187 000 employees around the world.

Orange TV offers Broadband TV, with hundreds of channels, and a large catalog of video on-demand. At the beginning of 2008, Orange TV platform in France reached a million users. It was twice more than the year before.

Needs

Duplicate a service platform for scalability

Such a growth of users needed the same growth of an infrastructure. A single platform was not enough anymore. A second one was necessary, to support new users.

How to install this new platform?

How to synchronize the on-demand movies catalog?

How to call the right application, from the right platform, without any change for the end user?

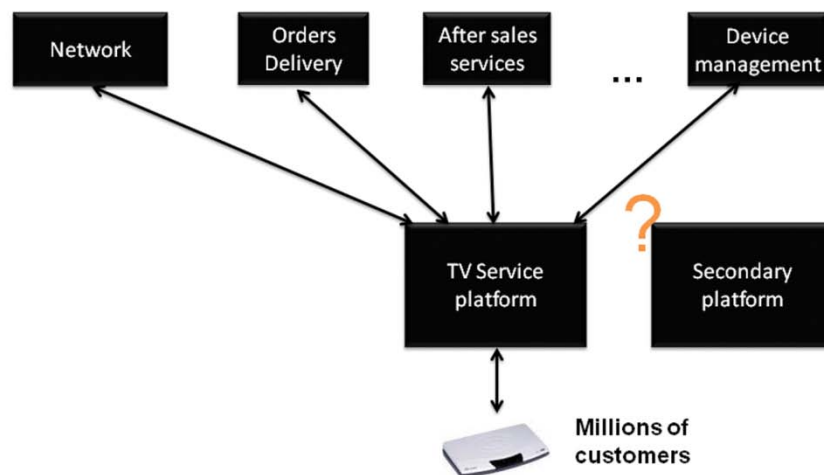


Figure 1 : Orange TV needs a new platform to scale clients growth

Solution

Petals, the Service Oriented Infrastructure

First solution: Adapt each existing application, to connect with the new platform, represents the work of twenty engineers for about one year.

Second solution : Add a middleware. It will route commands to service platforms, and aggregate on-demand video consumption to media owners (Warner, Columbia...). Orange chose this second solution.

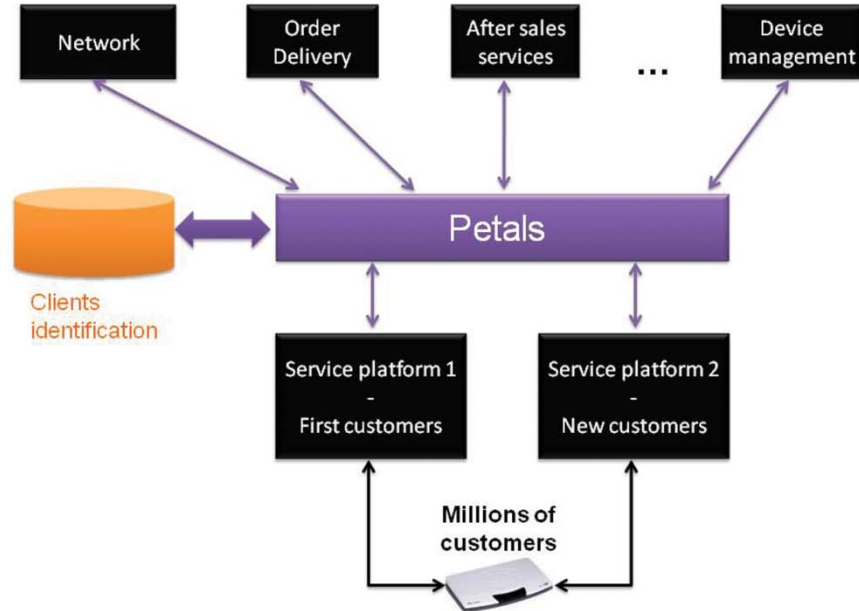


Figure 2 : Petals routes orders between platforms and applications

Goal : multi-instance the existing TV platform. Petals routes orders while applications remain untouched, avoiding hard adaptation work.

Benefits

Short timeframe and development costs reduction

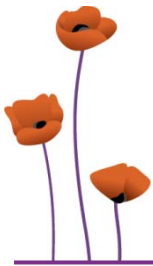
Using Petals as an intelligent router and mediator considerably reduced the project's time and costs.

Costs were reduced by fifteen, while the time was divided by four. Given the customers growth, this was essential, to keep a good quality of services.

The integration of Petals in the new architecture was swiftly realized thanks to its key qualities :

- Intelligent routing management
- Great potency in providing the fitting connectors
- Open Source product
- Supported by a reactive team

Orange TV customers are continuously growing, in France and Europe. Adding a third platform will require no middleware evolution: Petals handles a large number of platforms equally, thanks to its distributed architecture. Future infrastructure growth will be even easier.



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