



Success Story  
 Intel® Software Partner Program  
 Creative Media Market Segment

# VOD System Greatly Enhances Weihai Telecom's Load Capacity

## Intel® Xeon® processor-based servers power Web-based VOD system

### VIEWGOOD®

*"With Intel® Xeon® processors, a single server can support 1,000 concurrent streams, while an ordinary server can only support 400. Intel Xeon processors help greatly reduce costs while making system extension easier."*

- Sun Fei,  
 Marketing Director, Nanjing  
 Viewgood Co. Ltd.

#### Challenge:

The Weihai Branch of the China Telecom Group, which currently serves approximately 50,000 broadband users, faced a sharp rise in the load capacity of its servers, caused by an increase in network users and a proliferation in the variety of Internet-based entertainment content.

#### Solution:

Weihai Branch looked to Nanjing Viewgood Co. Ltd., a member of the Intel® Software Partner Program, for a solution that simplifies operation, improves management, enhances system security, and provides phenomenal performance to meet the demands of network users—now and in the future.

Learn more:  
[www.intel.com/partner](http://www.intel.com/partner)

#### Scalable Platform for Video on Demand

Increasing demand for video entertainment among broadband users has outpaced traditional video service platforms, driving the need for ever-increasing performance from broadband providers, such as Weihai Branch of the China Telecom Group (Weihai Telecom). Faced with an increase in network traffic and growth of Internet-based entertainment content, such as live video broadcasts and Internet Protocol Television (IPTV), the company needed to meet these challenges head on. Weihai Telecom also needed to simplify the management of multiple complex systems, curb rampant illegal downloads, speed up slowdowns caused by concurrent application processing.

To meet these demands, Weihai Telecom looked to Nanjing Viewgood Co. Ltd. (Viewgood), a member of the Intel® Software Partner Program that offers a variety of creative video technologies and streaming-media products. Viewgood has developed a broadband video on demand (VOD) system with a MaxLink/MaxKind service core that boasts very strong Web-based functionality and can support several forms of streaming media.

Together, Viewgood and Weihai Telecom collaborated on a project to build a new broadband VOD system. Weihai Telecom specified that the system must provide a stable, secure platform that featured compatibility with mainstream media formats, supported all online drag-and-drop formats, and managed concurrent programming tasks quickly. The platform must also offer adequate scalability for future user growth with full-featured, comprehensive VOD functions.

These requirements demanded servers with power, speed, stability, compatibility, and scalability. Viewgood recommended an Intel® Xeon® processor-based server platform to meet these demands, based on the following criteria:

- **Fast response.** Intel Xeon processor-based platforms feature speedy processing, which reduces latency and wait time, and therefore, increases customer satisfaction.
- **Excellent concurrent performance.** A single Intel Xeon processor-based server supports 1,000 to 1,200 concurrent streams, 2.5 times that of comparable servers, and is easily scalable to meet the demand of a wide channel necessitated by a significant increase in the number of network users.<sup>1</sup>
- **Efficient resource utilization.** The utilization rate of system resources of Intel Xeon processor-based platforms reaches 100 percent, ensuring high efficiency and stability.<sup>1</sup>



*"When watching movies on the streaming-media platform, users can fully feel the difference between this platform and others. There's no latency in video, video content is richer, and the system is very safe and reliable. For about one year, Weihai Telecom's number of broadband users kept rising, its streaming-media platform users were increasing too, and the system was running fast and stably, which helped build up a far-reaching good reputation for Weihai Telecom's streaming-media platform."*

- Zhang Shanxian,  
China Telecom Group Weihai Branch

### **Simplicity, Performance, Easy Management**

By capitalizing on the powerful performance of Intel Xeon processor-based platforms, Viewgood delivered a tailor-made solution that allowed Weihai Telecom to address its daunting challenges, delivering the following benefits to satisfy current and future customer demand:

- **Simple operation.** The system simultaneously supports several streaming-media formats, and users need only a Web-based player to easily view a variety of programs.
- **Speed.** The high-performance processors have produced network response times of less than 0.5 seconds, with nearly no latency and high user satisfaction.<sup>1</sup>
- **Convenient management.** The solution supports broad application compatibility and direct uploading without the need to convert and compress files. It also supports complete remote Web management and offers automated systems monitoring.
- **Enhanced security.** With a triple authentication mechanism—an integrated core dynamic key generation module, self-developed client authentication, and hardware that protects against illegal downloads—the system eliminates platform account decryption, as well as illegal VOD activity.

This broadband VOD system has met with overwhelming positive reception among users after only two months of deployment, resulting in an increase in users and the addition of three streaming-media servers. This solution has allowed the expansion of simultaneous user capacity from 2,500 to 5,000, significantly increasing sales.<sup>1</sup> The adoption of this VOD system solution is expected to generate annual revenue of more than 4 million Yuan, when taking into account traffic reduction, hardware savings, VOD revenue, ad revenue, off-line activities revenue, and user benefits.

---

## **About the Intel® Software Partner Program**

The Intel® Software Partner Program provides a framework for collaborative solution development around Intel® architecture. From business planning and product development to marketing and sales, the program drives increased business success and market opportunities.

Success Story by:



**VIEWGOOD®**

<sup>1</sup> Nanjing Viewgood Co. "Lab Report of WebVOD6.0"