

CASE STUDY

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Scripps Networks Interactive Partners with Chatsworth Products to Make Data Center Design and Operations Easy

CPI Keeps Popular Lifestyle Brands HGTV, Food Network and Travel Channel, Looking Good and Running Efficiently in the Data Center

Scripps Networks Interactive develops content for its popular television, Internet, magazine and other media outlets. Headquartered in Knoxville, Tenn., Scripps Networks has offices and filming locations across the United States, as well as London, Milan, Sao Paulo, Sydney, the Philippines and Singapore. Scripps Networks' media brands include HGTV, Food Network, DIY Network, Cooking Channel, Travel Channel and Great American Country, as well as Fine Living Network and Asian Food Channel overseas.

To support this industry-leading global network of media, Scripps Networks pursued an efficient, robust enterprise data center solution with help from Chatsworth Products (CPI).

Background

Scripps Networks was looking for a solution to simplify the fiber network in its data center, which is distributed overhead with a cross-connect back to the core. The company was an early adopter of CPI's Evolution® Cable Management, which it currently deploys with CPI's Two-Post Standard Racks to manage high-density cabling.

"I think what really got us started was Evolution. When we brought it in, it was brand new. It is now in every single Intermediate Distribution Frame (IDF) closet from Singapore to New York," explained Patrick Gresham, Data Center Operations Manager of Enterprise IT Operations for Scripps Networks Interactive.



Scripps Networks Interactive is headquartered in Knoxville, Tenn., where it manages the data center operations for its lifestyle brands worldwide.



Evolution fulfills high-density cabling requirements and organizes cables so that they can be easily traced from start to finish when performing moves, adds and changes, saving valuable time and money.

Because the company had experienced such great success with Evolution Cable Management, it was an easy decision to use CPI's reliable solutions throughout its data centers.

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“ It [Evolution Cable Management] is now in every single Intermediate Distribution Frame closet from Singapore to New York. ”

Patrick Gresham, Data Center Operations Manager of Enterprise IT Operations for Scripps Networks Interactive

Data Center Challenges

Scripps Networks has two main data centers, as well as other technical facilities throughout its office locations worldwide. When planning a new infrastructure solution for its data centers, several challenges arose.

The company had to use an existing data center space, which had space limitations in addition to difficulty with the cable management inside the existing cabinets.

“One big problem was no one was stocking anything. We would use a 14 foot cable to go 2 feet, and leave the rest hanging down to the floor,” Gresham said.

Scripps Networks also wanted to eliminate hot spots and be able to support up to 30kW per cabinet, as opposed to the current 6kW. The media



Evolution Cable Management is used in all of Scripps' IDF closets to save time and money on moves, adds and changes.

company considered implementing a hot aisle containment solution; however, CPI Regional Sales Manager, Tim White, visited the site and provided expertise and insight on additional options better suited to their needs.

CPI's Innovative Solution

After reviewing several options, the team decided on CPI's Passive Cooling® Solutions, which featured F-Series TeraFrame® Cabinet Systems with Vertical Exhaust Ducts to help segregate air in a modular and efficient way.

CPI's Passive Cooling Solutions provide superior equipment cooling performance, and reduce data center cooling costs, without the need for additional CRAC units, in-row air conditioners or liquid cooling solutions. The F-Series TeraFrame Cabinets are highly flexible and functional, providing enhanced features that easily adapt to changing requirements.

CPI Vertical Exhaust Ducts were deployed to isolate and redirect hot air. These ducts were unique because CPI designed them with brushed openings along the base to accommodate overhead power busway without compromising thermal management. This allowed the company to have the

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CPI's Passive Cooling isolates and segregates hot air while allowing for overhead power busway.



CPI's Two-Post Standard Rack and Evolution Cable Management manage Scripps Networks' fiber cross-connect.

flexibility of overhead power without compromising the passive cooling solutions it was looking for.

"Scripps was the first company to implement that type of setup, which is now a standard feature on the latest CPI TeraFrame Cabinets," White stated. The brushed openings helped improve efficiency in the data center by containing exhaust air within the cabinet.

To manage its fiber cross-connect and keep cabling concealed, Scripps Networks once again relied on CPI's Two-Post Standard Rack and Evolution Cable Management combination. Twenty-four fiber cables ran from each cabinet to the cross-connect to manage patching, allowing flexibility with the switches.

To ensure there would be no more messy racks, power cords and cables were neatly organized using the F-Series TeraFrame's integrated cable managers. The cables were also cut to custom lengths and color coded to easily distinguish their purpose.

The four-phase process, which included power, cooling, cabling and networking, was completed in close cooperation with White, John Thompson, CPI Field Application Engineer and Anixter Sales Representative, Mike Simmons.

“ Scripps was the first company to implement that type of setup, which is now a standard feature on the latest CPI TeraFrame Cabinets. ”

Tim White, Regional Sales Manager for Chatsworth Products




The Scripps Networks data center has become a showpiece.

CPI's Technical Support services were also on hand to help answer any questions and assist with the customization. "It was really easy working with engineering," Gresham said.

Complete Isolation and Zero Hot Spots

Scripps Networks' data center is now operating with complete hot and cold air isolation and zero hot spots. Not only do the CPI products exceed expectation functionally, they provide a clean, high-tech look.

The Scripps Networks data center has become a showpiece. To show how proud they are of the new data center, the company has put its brands like HGTV, Travel Channel and Food Network on the sides of the cabinets, showing how technology is supporting the everyday business of Scripps Networks Interactive. 



Tim White, CPI Regional Sales Manager and Patrick Gresham, Data Center Operations Manager of Enterprise IT Operations for Scripps Networks Interactive.

“ It was really easy working with CPI's
Engineers to design a custom solution. ”
Patrick Gresham, Data Center Operations Manager of Enterprise
IT Operations for Scripps Networks Interactive

About Chatsworth Products

Chatsworth Products (CPI) is a global manufacturer providing voice, data and security products and service solutions that optimize, store and secure technology equipment. CPI Products offer innovation, configurability, quality and value with a breadth of integrated system components, covering virtually all physical layer needs. Unequaled customer service and technical support, as well as a global network of industry-leading distributors, assures customers that CPI is dedicated to delivering products and services designed to meet their needs. Headquartered in the US, CPI operates global offices within the US, Mexico, Canada, China, the Middle East and the United Kingdom. CPI's manufacturing facilities are located in the US, Asia and Europe.

CPI is listed with the General Services Administration (GSA) under Federal Supply Schedule IT 70. Products are also available through GSA Advantage and through Government Wide Acquisition Contracts (GWACs), including GSA Connections and NITAAC-ECS III. (www.chatsworth.com/gov)

About Scripps Networks Interactive

Scripps Networks Interactive (NYSE: SNI) is one of the leading developers of engaging lifestyle content in the home, food and travel categories for television, the Internet and emerging platforms. The company's lifestyle media portfolio comprises popular television and Internet brands HGTV, DIY Network, Food Network, Cooking Channel, Travel Channel and Great American Country, which collectively engage more than 190 million U.S. consumers each month. International operations include TVN, Poland's premier multi-platform media company; UKTV, an independent commercial joint venture with BBC Worldwide; Asian Food Channel, the first pan-regional TV food network in Asia; and lifestyle channel Fine Living Network. The company's global networks and websites reach millions of consumers across North and South America, Asia, Europe, the Middle East and Africa. Scripps Networks Interactive is headquartered in Knoxville, Tenn. For more information, please visit scripsnetworksinteractive.com.