

PETALS ALLOWS ORANGE TV TO SET UP THE TECHNICAL BASES OF ITS GROWTH

Key Words:

- ESB
- Open Source
- Intelligent routing

Orange TV uses Petals ESB as an intelligent router and mediator to duplicate its platform in order to support the growth of users.

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.

The need for a new platform to scale clients growth

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

How to install this new platform?

Synchronize the on-demand movies catalog?

Call the right application, from the right platform, without any change for the end user?



Organization

Orange TV

Market

Telecom

Status

Worldwide Corporation

Objective

Anticipate and support the growth of users.

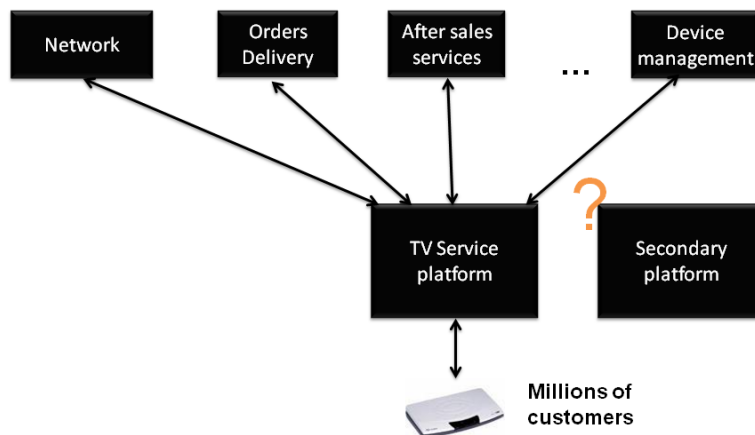
Dimension

. Million of users
.1st Broadband TV provider in France

Country

France

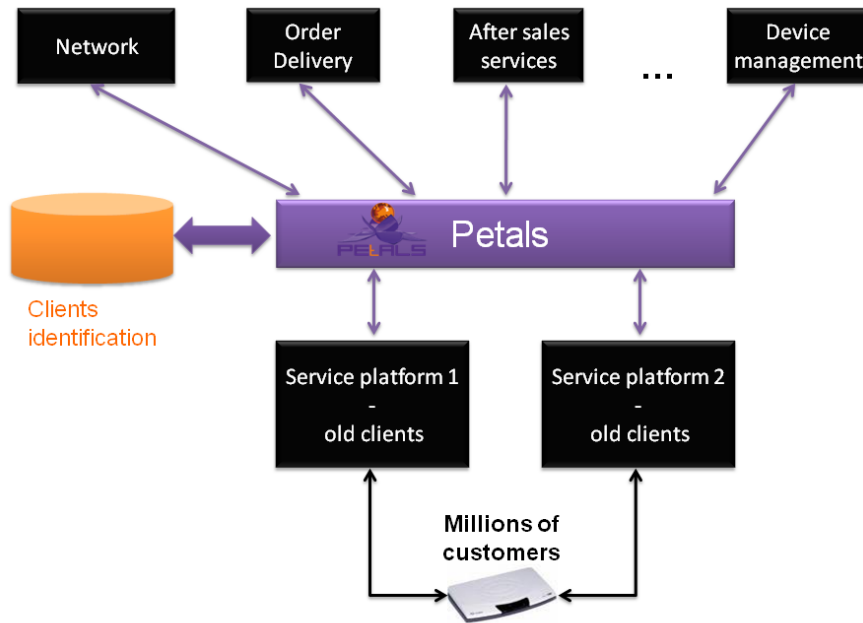
OW2 Project



Route orders efficiently by means of Petals ESB

A first solution was to adapt each existing application, to connect with the new platform, represents the work of twenty engineers for about one year. This led Orange to move towards the second solution: add a middleware. The new system route commands to service platforms, and aggregate on-demand video consumption to media owners (Warner, Columbia...).

The project development was made easier by Petals features:



- Manage intelligent routing;
- Provide necessary connectors;
- Open source product, easy to handle;
- Supported by a reactive team.

Petals is used to route orders between platforms and applications. The goal was to multi-instance the existing TV platform. Petals routes orders while applications remains unaltered, avoiding complex adaptation work.

Key Benefits

- Using Petals as an intelligent router and mediator provided an exceptional reduction of development costs by fifteen and allowed to reduce significantly the project duration: from one-year to three months. Given the customers growth, this was a key challenge in order to maintain continuously a good quality of services.
- Adding a third platform will require no middleware evolution: Petals handles a large number of platforms equally, thanks to its distributed architecture. Future infrastructure and customers growth will be even easier.

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EBM WebSourcing is an open-source software company in enterprise application integration and information exchange in highly distributed network.



OW2

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About OW2

Founded in January 2007 as a result of the merger of ObjectWeb and OrientWare communities, OW2 is an independent industry consortium dedicated to developing open source code middleware and to fostering a vibrant community and business ecosystem. Building on the legacy of ObjectWeb and OrientWare, OW2 federates more than one hundred organizations and 6000 developers in Europe, Asia and the Americas. OW2 hosts over one hundred technology Projects, including Lomboz, Sync4j, eXo Platom, XWiki, SpagoBI and JOnAS. Several of the OW2 projects are combined into market-driven Initiatives, such as the ESB/SOA Initiative and the Business Intelligence Initiative, which facilitate their implementation by systems integrators, OEMs and end-users. A typical global open-source organization, OW2 aims to bring together grassroots communities across all continents through Local Chapters. [More information about OW2 is available at http://www.ow2.org](http://www.ow2.org)