

Multicasting optimizes network resource usage.

Augment the IP VPN service from Bell with the multicasting option

In today's MPLS based networks, the dominant communication model is unicast, in which a separate copy of a data source is sent to each recipient. When dealing with multiple recipients and large amounts of data (e.g., streaming video), unicast-based flows put a tremendous strain on bandwidth and resource utilization within your network. Multicasting can overcome these challenges, since it allows you to deliver a single stream of information simultaneously to potentially thousands of recipients, leaving more bandwidth available for your critical applications running on the network.

Solution

Customers who currently use the IP VPN service from Bell can benefit from the Multicasting option that reduces traffic and resource (CPU, link, servers, etc.) utilization, making the solution especially attractive to corporations looking to go green.

Features

The key to IP VPN Multicasting is the ability to create each copy of the data at a point as close to the recipient as possible in order to minimize the bandwidth consumed. With multicasting, only one iteration of the data is sent from the server, whereas with unicasting, multiple iterations would be required.

IP VPN Multicasting is ideal for a number of applications, including:

- Distance learning
- Stock quotes
- Webcasts
- News content distribution
- Call centre services
- IP surveillance
- Database replication
- Digital Signage



Benefits

- Reduce throughput requirements and costs dramatically
- Reduce network congestion and strain on network resources
- Increase bandwidth efficiency
- Reduce equipment and overhead expenses (e.g. servers and power consumption)
- Improve communications to employees/customers

Why Bell?

Bell is a Canadian leader in converging information, communication and technologies (ICT) strategies to help enterprises improve business performance, speed time-to-market, and realize complete peace of mind. The foundation of our world-class ICT infrastructure is a high-powered reliable network backed by a multi-disciplinary team of experts. Our highly-skilled professionals offer diverse expertise in business process assessment, as well as solution design and deployment across a wide range of industries. Bell solutions and services can be customized to meet industry-specific needs and the business demands of today and the future.

For more information visit bell.ca/enterprise, or request to be contacted by a Bell representative at bell.ca/contact-enterprise.

