



# Poland's Internet Video Favorite Gears Up for Future

Onet.pl chooses Cisco's Nexus platform in data center to increase market lead with innovative video services

## Case Study

Customer Name: **Grupa Onet.pl**  
Industry: **Media**  
Location: **Krakow, Poland**  
Company Size: **690 Employees**

### Business Impact

- Reduction in operating and energy costs
- Capability to rapidly launch new services
- Support for increasing capacity quickly



### Business Challenges

Grupa Onet runs one of the largest and most popular multimedia portals in Poland. It offers a wide range of video-based services, from Internet video on demand to news and film-clips. The company gains revenues from advertising, e-commerce and search engine marketing, along with user fees for content services, email, hosting, classified ads, online dating, auctions and telecommunication services.

The portal attracts nearly 12.5 million unique visitors per month and has won many awards. With such consistently high popularity ratings, however, came the realization that the company's four-site data centre architecture was unnecessarily complex. It consumed a lot of power, and could not be easily scaled to support the fast-growing number of new customers attracted by a pipeline of innovative video-based services.

Onet.pl decided that the key to continued market leadership was to build a brand-new data centre in Krakow, equipped with the latest technologies to lay the groundwork for continued success. The project would be implemented in stages, to guarantee that the migration would be accomplished without breaks in service to millions of Polish customers.

### Solution and Results

Onet.pl has created a flexible, scalable virtualized environment based on the Cisco® next-generation Nexus platform. At the heart of the new Tier 3 data centre are two Cisco Nexus 7000 Series Switches, complemented by Nexus 5000 and Nexus 2000 Switches, and linked by Fiber-Channel over Ethernet (FCoE). This state-of-the-art architecture enables Onet.pl to run multiple applications and operating systems from a single resource pool.

The Cisco Nexus solution maximizes capacity usage and simplifies the entire infrastructure, thereby reducing operating and energy costs. Virtualization enables Onet.pl to launch new and innovative services quickly in response to emerging opportunities, or rapidly increase capacity, with minimal impact on existing services.

The data center has been designed to support up to 5000 servers. Support for FCoE means that potential connection speeds to the data center have been increased up to ten times to 10 Gbps and beyond. The fabric architecture of the Cisco Nexus 7000 Switch supports greatly increased data center processing power, scaling beyond 15 Tbps, and with a switching capacity of more than 500 Gigabytes per slot.



**“Now we are ready to grow our business. We treat Cisco as a very valuable partner, because Cisco has a well-known history of working with companies like ours, and because Cisco has the solutions and the ideas to help us.”**

**Pawel Lezanški**  
CTO, Onet.pl

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