D-Link®

Business Class Switching

Pavlov Media Offers Robust Data Services to Unique User Base with D-Link Networking Solutions

Students with Unique Media Needs and Heavy Data Usage Enjoy Robust, Reliable IP Network Performance at MDU Housing Developments

The Challenge
Pavlov Media needed to standardize their networking equipment on a single platform. With multiple switch and router vendors that included Cisco and HP, Pavlov found it difficult to support and grow their nationwide network in a cost effective manner.

"Without standardized switches and network devices, it was difficult to efficiently support our networks," said Michael O'Linc, Senior Director of Pavlov's Network Operations Team. "When you run a business 24 hours a day, seven days a week, it's important to be highly efficient. That's not easy when you're working with different equipment and various skill sets. We wanted to standardize and train on one specific product type to become more productive, reduce costs, and improve customer service."

The student and boutique luxury multifamily communities that Pavlov serves use TV, telephone, Internet services a little differently than the rest of the population. "We're serving a very demanding demographic," said Grosz. " About 80% of our user base are 18-24 year-old college students. They watch cable or broadcast television seven hours a week, but they use the Internet video seven hours a day. Usage patterns are unique, with large, streaming

Pavlov Media, Inc. is a network systems integrator that has been offering private student housing and boutique luxury communities customized Internet, phone, and cable television services since 1992.

video and music files, downloaded clips, YouTube, and peer-to-peer applications like Bit-Torrent. So the IP network we deploy for our integrated data services package has to be a very reliable, very manageable solution. A lot of our value is in the robustness of the network."

"We were looking for a hardware partner to provide reliable, standardized technology," continued Grosz. "Our biggest concerns were quality, reliability, and cost." The technology would have to be flexible, manageable, and future-proof. The migration process would be a huge undertaking for the company, so they also needed specific features in the firmware that would allow them to easily move to the new equipment.

The Solution
Due to the size and complexity of the project, Pavlov engaged D-Link for a year to test switching solutions and design the optimal deployment plan for their migration project. They used D-Link product managers and sales people to evaluate needs, solutions, and working relationships.

After successful field trials, Pavlov ordered 1,442 D-Link switches and transceivers in 2007 for deployment at MDUs across the United States. They also ordered various adapters and access points. Their field technicians installed the equipment.

University Village at Fresno, California is one of the communities that Pavlov Media serves with D-Link networking devices.

DES-3550 - Managed 48-Port 10/100 Stackable L2 Switch, 2 Gigabit Copper Ports, 2 Combo SFP

- 13.6Gbps Switching Capacity
- 8000 MAC Address Table
- Stackable Up to 32 Units

DEM-311GT - 1000BASE-SX Mini Gigabit Interface Converter

- Gigabit Speeds on Multimode Fiber
- Hot Pluggable
- IEEE 802.3z 1000Base-LX Compliant

DSS-16+ - 16-Port 10/100 Desktop Switch

- Add More Computers or Other Ethernet-base Devices to the Network
- No Software or Configuration Required
- Delivers up to 200Mbps Throughput per Port in Full-Duplex Mode

"Firmware features in the hardware helped us easily migrate to the new equipment without disrupting our services," said O'Linc. These firmware features include easy setup, advanced QoS, dynamic VLANs, comprehensive security, such as SSH and SSL encrypted management, multicast support, jumbo frames, and enterprise applications such as, VoIP, streaming media, and multicast content delivery. "D-Link's enterprise equipment is high quality, extremely manageable, and very robust," added Grosz. "It helps us offer the best service possible. We insist on using enterprise quality gear. Some of our competitors have tried to use consumer grade equipment, and it just doesn't work."

The Pavlov team recommends careful planning and organization on a project of this scope. "You need intelligent people on the job," said Grosz. "People make any project a success or a failure. It's about expertise and accountability regardless of the technology solution."

"You need to spend more time planning before you go out and start throwing up gear," added O'Linc. "I find that a lot of people go out without a plan, slap up the equipment, then wonder why it doesn't work the way they thought it would."

Pavlov also stressed the importance of documentation. "After the network's been deployed, it's the only way you can truly support a network," said O'Linc.

Pavlov monitors and manages every single network switch and device from their Network Operations Center (NOC) in Champaign. Their demanding user base is very satisfied with the results. The company expects to see measurable support cost savings as call center and usage data accumulate. "We wanted to grow and scale without breaking the bank," said Grosz. "D-Link helped us do that."
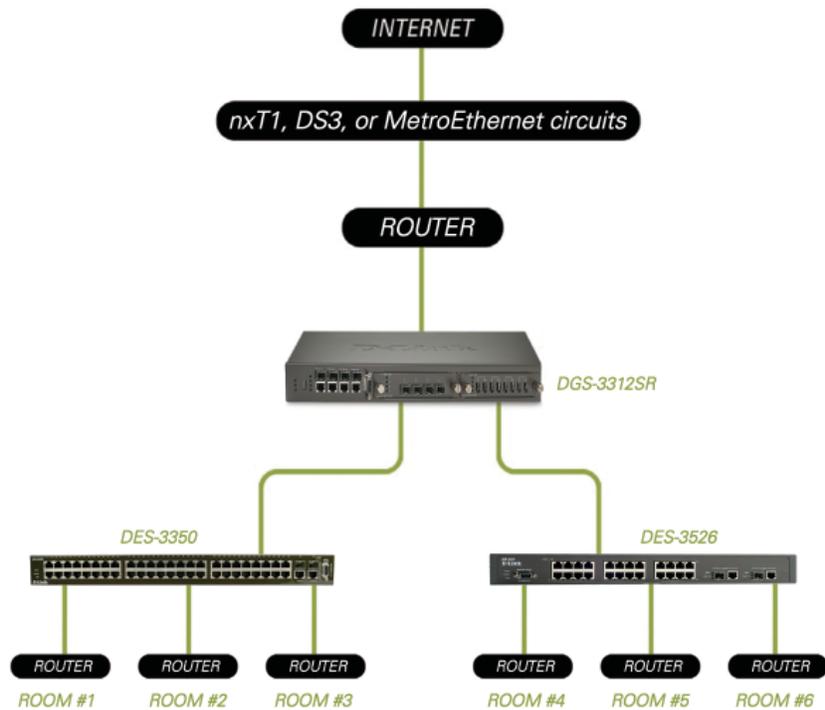
D-Link networking equipment helps Pavlov Media provide its student and boutique luxury multifamily communities a very reliable and robust solution.

Call or visit the web address below for more information on the complete line of business products:
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