



Turner Broadcasting System benefits from Communications Server

Reduces network complexities

Turner Broadcasting System (TBS) is a major distributor of news and entertainment products around the world and the leading supplier of programming for the basic cable industry in the United States. Turner Broadcasting employs 8500 people worldwide and is headquartered in Atlanta. In 1995, the Turner networking organization looked for a way to reduce costs and gain better management control. To reduce line costs, they decided to consolidate their existing network to a single TCP/IP network.

commented Dan Chura, TBS manager of Legacy Systems.

Turner Entertainment Distribution Services (TEDS), operating out of Los Angeles, uses an application called International Shipping and Inventory System (ISIS). ISIS provides Turner Entertainment with an automated order processing system for international contracts, automated reporting for contracts entered, and order tracking.

Application	International Shipping and Inventory System
Software	Communications Server for OS/2 Warp, OS/2 Access Feature, OS/2
Hardware	Intel 386, or higher

“As part of our network consolidation to TCP/IP, we needed to run our SNA-based international shipping and inventory system over TCP/IP. This system is used between TCP/IP locations in international cities, including London, Amsterdam, Paris, and Los Angeles, to our VTAM mainframe in Atlanta. The multiprotocol function in Communications Server for OS/2 Warp gives us the ability to run our SNA application over TCP/IP.”



CNN newsroom

ISIS is an OS/2 multithread Presentation Manager application. The relational database used in ISIS is IBM's DB2/2, an SNA application. ISIS currently services only European contracts, but will be expanding in the future since Turner Broadcasting switched to an IP network.

SNA and TCP/IP integration

Juan Miqueli, technical specialist, chose IBM's Communications Server for OS/2 Warp to allow users from international locations to communicate with the SNA shipping and inventory application over TCP/IP to the central-site SNA host.

“With Communications Server, our existing SNA application remained accessible to end users over our IP router network, with no modification to the application. Routing traffic, rather than bridging it, resulted in easier management and more control. And our line costs are significantly reduced as the result of our network consolidation.”

Juan Miqueli, TBS technical specialist

The removal of private lines for SNA traffic to London, Amsterdam, and Los Angeles saves Turner Broadcasting \$8000 (U.S. dollars) a month.

AnyNet technology for SNA and TCP/IP integration is delivered in IBM's Communications Servers. AnyNet is based on the open industry standard Multiprotocol Transport Networking (MPTN) architecture.

With Communications Server, enterprises such as Turner Broadcasting, can run all of their applications over a single protocol, reducing the need to maintain parallel networks to run applications of different types.

Juan worked with IBM to beta test the SNA over TCP/IP gateway in IBM Communications Server for OS/2 Warp and the SNA over TCP/IP access node in the OS/2 Access Feature of the server. In the TBS network, the SNA over TCP/IP gateway is in Atlanta. Communications Server for OS/2 Warp was installed on the boundary of the remote TCP/IP networks and the central-site SNA network, allowing the SNA application to run over connected IP and SNA networks. The Communications Server OS/2 Access Feature was installed in the remote-site TCP/IP workstations, enabling the users to run the SNA application over their TCP/IP network.

Presently the OS/2 Access Feature is used by workstations in London, Amsterdam, Paris, and Los Angeles. Soon it will be installed in worldwide locations, including Hong Kong, Mexico City, Toronto, and Sydney.



“TalkBack Live”, CNN's live, interactive talk show

For more information

To learn more about IBM's Communication Server family of products please contact your IBM marketing representative, or IBM business partner, today. Or, look for us on the WWW at URL <http://www.raleigh.ibm.com>



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