Hewlett Packard
Enterprise

2016 HPE Software Innovator Awards

Mark Lupiani, ESPN

World's leading sports entertainment company, ESPN, scores DevOps wins with transformative Platform as a Service

High-level overview

Using HPE Software, ESPN realized the following benefits:

• Enable DevOps: Builds a transformative Platform as a Service (PaaS) offering from the shared experience and requirements of operations and development teams

• Create a platform for rapid software development and fully automated deployment of ESPN customer-facing and back-end service applications (HPE Cloud Services Automation)

  – Provision workloads within one of ESPN's on-premises data centers or Amazon Web Services

  – Enable faster releases without inflating staff

• Target reducing time to deliver virtual machine environments to developers from one week to less than one hour (goal is under 30 minutes), speeding time to market

• FY16 target of saving 50 hours a week in IT operations time deploying and updating virtual machines, and database administration (Microsoft® SQL), increasing workforce productivity

Company

ESPN, Inc., is the leading multinational, multimedia sports entertainment company featuring the broadest portfolio of multimedia sports assets with over 50 business entities. Based in Bristol, Conn., with approximately 8,000 employees worldwide, ESPN is 80% owned by ABC, Inc., an indirect subsidiary of The Walt Disney Company. The Hearst Corporation holds a 20% interest in ESPN. In 2015, ESPN produced more than 51,000 hours of live event/studio programming across platforms.

Contact

Mark Lupiani is Senior Cloud Architect at ESPN.

Business goals

Traditionally a broadcast company, ESPN increasingly is delivering its services digitally. To support these expanding capabilities, the company aimed to dramatically reduce time to market for its software development efforts. ESPN created a platform, called Catapult, for rapid software development and fully

automated deployment of ESPN applications. Before Catapult, ESPN used a traditional IT operating model; servers were manually built according to customer requirements with only a small percentage of the process automated. Catapult represents a DevOps approach that bridges the gap between operations staff and software developers. A primary goal of the platform is to abstract data-center operations so ESPN development teams can focus on what they do best: coding. ESPN aimed to speed delivery of virtual machines to developers while increasing IT efficiency.

HPE Software products implemented

• Cloud Orchestration: HPE Cloud Service Automation (CSA)

HPE Software Services

ESPN has HPE Premier Support to keep its software at peak efficiency, and also communicates with HPE research and development professionals.

HPE Partner

ResultsPositive implemented the orchestration flows for Catapult, and performed much of the HPE Software installation and configuration. The HPE Partner brought deep platform expertise and experience at orchestrating flows against Application Programming Interfaces, and integrating with existing ESPN systems.

Additional benefits

A key differentiator of Catapult is ESPN's advanced Platform as a Service (PaaS) offering that enables the company to provision a new application or database server with all platform dependencies in a single catalog item checkout. This offering leverages the orchestration capabilities of HPE CSA with an automation system developed at ESPN known as Millie. Using Millie, teams are able to build a blueprint, known as a role that encompasses all software dependencies of an application. These roles are presented to the customer on the checkout page. When a role is selected, Catapult will deploy the server and orchestrate against the Millie API to lay down all software and operating system customizations defined within the role. Millie is an API layer built on top of Puppet, software that automatically enforces the desired state of IT infrastructure.

DevOps is a key principle that influences everything ESPN builds. The Catapult team includes architects, engineers and operations people with close ties to software development teams. It constantly collaborates with developers to discover new requirements and automate their application builds— creating IT efficiencies while improving developers' user experience.

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