



## Optimized Video Delivery for Organizations

### Deliver Video Content Across the Enterprise Without Killing Bandwidth Performance

Whether a customer had five or 500 users at branch offices, they can expect a dramatic improvement in end-user performance and bandwidth reduction with Tier3's WAN Optimization and video solution.

*Does your organization need to facilitate video training?*

*Your CEO's live broadcasts to employees?*

*Special video-based company-wide announcements?*

As enterprises grow globally, the most cost-effective way to run marketing, training and/or internal communications is via video. However, transporting these video files to a global workforce, whether streamed or downloaded, can create tremendous network bottlenecks and strain. The typical challenges faced by most enterprises with video streaming can be categorized into two buckets – distribution and consumption.

Video communication isn't effective if employees or customers can't easily play videos without jitter or excessive buffering. As the amount of video content increases, it becomes more difficult to manage, search and distribute the content efficiently. In addition, allowing employees to produce, capture, and encode content on their own is a challenge. As the workforce becomes more global, Enterprises also need the ability to dynamically control internet video streaming



regardless of where the video originates and the size or location of the audience.

In order to solve these challenges, Tier3 has partnered with industry leaders to deliver a solution for streaming video distribution across the enterprise. Delivered on the Riverbed Services Platform (RSP), Tier3 and these industry leaders are able to deliver a truly integrated "best-of-breed" video solution.

The enhanced Tier3 Services Platform provides customers with the capability to run up to five additional services, such as Windows Servers, DNS/DHCP, print and security, and applications virtually on VMware in a protected partition on the WAN Optimization appliance. This allows organizations to eliminate redundant servers and reduce hardware, software and maintenance costs and IT complexity.

The video solution from Tier3 can help enterprises with video production, content management and distribution. These various solutions can run



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seamlessly to provide a complete end to end video solution.

### Centralized Video Production and Management

The Tier3 solution can help centrally manage the production and delivery of all video resources, regardless of the source of the video. The creation and management of video assets is secure, network-efficient, and automated, guaranteeing maximum ROI for users.

### Delivering High Quality Video

Delivering high quality video is becoming a clear differentiator for content providers. Tier3 appliances enable video to be delivered in a high quality, cost effective, non-network intensive way while retaining high video and audio quality, meeting or exceeding the expectations of the end users.

### Stream Splitting

For live content, the Tier3 appliance will host an edge media server that can perform remote site stream-splitting. This will reduce the number of streams over the WAN to one stream per remote location, therefore tremendously reducing the amount of WAN bandwidth required to serve live streaming. Users benefit from higher quality streams that can be sent over the WAN, since bandwidth will not be as constrained.

### Content Prepositioning

For on-demand streaming, the Tier3 Wan Optimization appliance utilizes patented data streamlining technology to store downloaded content so that subsequent remote users can obtain a local copy of the video. This technology leverages the large data stores in the appliances to find and store repeated data patterns across all

TCP based applications, and replace them with very small labels when traversing the WAN. In addition, the appliances will optimize content delivered repeatedly over clear text methods, such as http streaming.

### Quality of Service and Bandwidth Reduction

The Tier3 WAN Optimization appliances will significantly reduce the amount of bandwidth consumed by other enterprise applications. With patented Data streamlining, transport streamlining and application streamlining technology apply to all TCP-based traffic traversing the WAN, thus freeing up more room on the WAN pipe for streaming applications. Tier3 appliances also support robust quality of service (QoS) capabilities to ensure that video and other real-time traffic can be prioritized. Between data streamlining and compression these appliances can reduce 60-95% of other traffic thereby providing more bandwidth for the video traffic. Even after that if customers are still bandwidth constrained and if there is a situation where video solutions are fighting with other applications for network space, QoS policies can be implemented thereby by guaranteeing the bandwidth for video. This can be used in two ways: the video traffic can be given the maximum bandwidth, at the cost of other applications or video traffic can be given the highest priority. The hierarchical QoS will dynamically assign bandwidth based on usage thereby avoiding the hard coding of bandwidth limitations. Tier3 products can also integrate with other third party QoS devices that organizations might already have.

Call Tier3 Technologies today and find out how we can help you save money and time with Enterprise video delivery.