

## Scality RING for Content Distribution



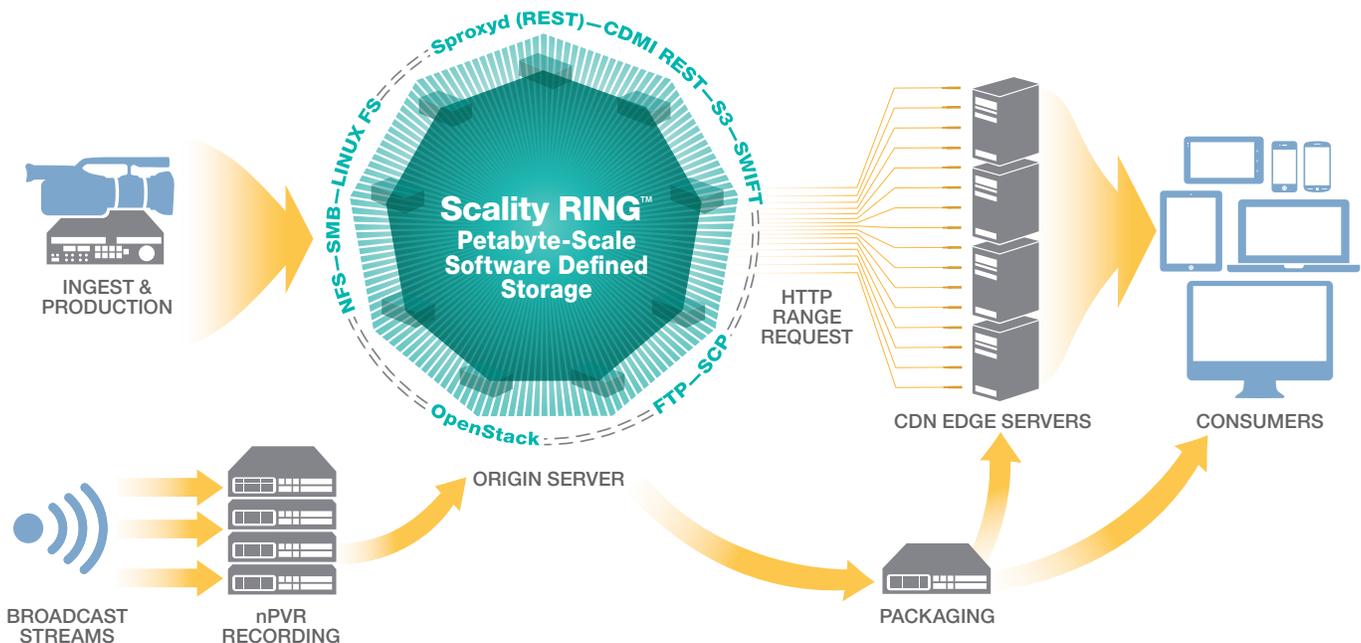
The web has increasingly become a part of our professional and private lives. At work, we have video conferences, e-mail, online research and globally collaborative projects. We end our days with status updates, sharing pictures with family and maybe watch a new episode of our favorite TV series, streamed off a pay per view media service.

As a result of our increased online activities, global IP traffic will increase threefold over the next five years. Analysts predict that by 2018, nearly a million minutes of video content will cross the Internet each second. IP video traffic will be 79 percent of all IP traffic and consumer Video on Demand (VoD) traffic will double.

Key in much of digital data delivery is the service provided by Content Distribution Networks (CDNs). The high level architecture of a CDN consists of two essential storage components: Origin Servers, which can contain petabytes of data and are typically deployed in a small number of data centers, and Edge Servers, which are smaller cache servers, deployed closer to users.

Many content providers and owners are now starting to build their own Origin Server infrastructures instead of paying storage subscription fees to the CDN providers like Akamai and Limelight. By doing so, this empowers these companies to offer new content services, stream content through multiple CDN providers using least cost routing, leverage more content streaming providers, and reduce their overall TCO.

**Scality RING™ enables organizations to build scalable distribution infrastructures** that meet all the performance requirements for high definition media streaming at a **fraction of the cost of storage** at CDN providers as well as enabling new non-linear content distribution models such as NDVR/NPVR and VoD.



## Why Choose Scality RING for Content Distribution?

- > Enables content owners to stream data through multiple content providers
- > More cost-efficient than AWS S3, with no hidden bandwidth costs
- > High throughput for streaming HD content
- > Unlimited, linear scalability
- > Low TCO through efficient storage usage and simple management

## Customer References

### Deluxe OnDemand (fka Deluxe Digital Distribution)

Deluxe OnDemand has deployed a multi-petabyte Scality RING as an origin server for their growing library of transcoded content, streaming to CDNs and providers like HBO Go, Netflix, and Hulu. The company previously stored their content at a CDN provider, but this was not sustainable due to the cost of CDN storage, and the inability for other content providers to access the content. By building their own origin server infrastructure, Deluxe OnDemand multiplied the monetization opportunities, while keeping TCO within limits. Other storage products like EMC Isilon were considered, but were much too expensive and unable to scale as needed. Scality RING met all the performance (10GbE line-rate throughput over NFS, and nearly that number from Windows clients over SMB) and scalability requirements at the right TCO.

### RTLi

RTL interactive, a subsidiary of RTL Group (Europe's leading entertainment company), has deployed Scality's RING for its VoD offering, which serves 1.2 billion video views annually. RTL's growing subscriber base, coupled with the growth of new forms of media consumption using RTL's NOW application for iPhone and Android, led to its massive growth in its storage requirements.

RTLi required a solution that combined high performance at all scales, extraordinary data resilience, ease of integration with existing applications and outstanding cost efficiency. It required a system capable of managing tens of thousands of media titles and providing hundreds of thousands of simultaneous VoD sessions while meeting their strict SLA's. After an in-depth on-site testing of products from Scality, EMC Isilon, and SAN offerings from HP and Dell, RTL interactive ultimately chose Scality's RING as the solution best capable of satisfying its stringent performance, scalability and reliability requirements.

## Content Distribution Verticals

Scality Use Cases and Vertical Industries	Active Archives	Content Distribution	Web & Cloud Services	Distributed Computing	Global Enterprise Cloud
Media & Entertainment	✓	✓			✓
Financial Services	✓			✓	✓
Government/Intelligence	✓			✓	✓
Public Sector HPC (Research, Education)	✓			✓	
Commercial HPC (Oil & Gas, Genomics, Manufacturing)	✓			✓	✓
Web Application Providers		✓	✓		
Service Providers (Telco, Cable, ISP)		✓	✓		✓



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