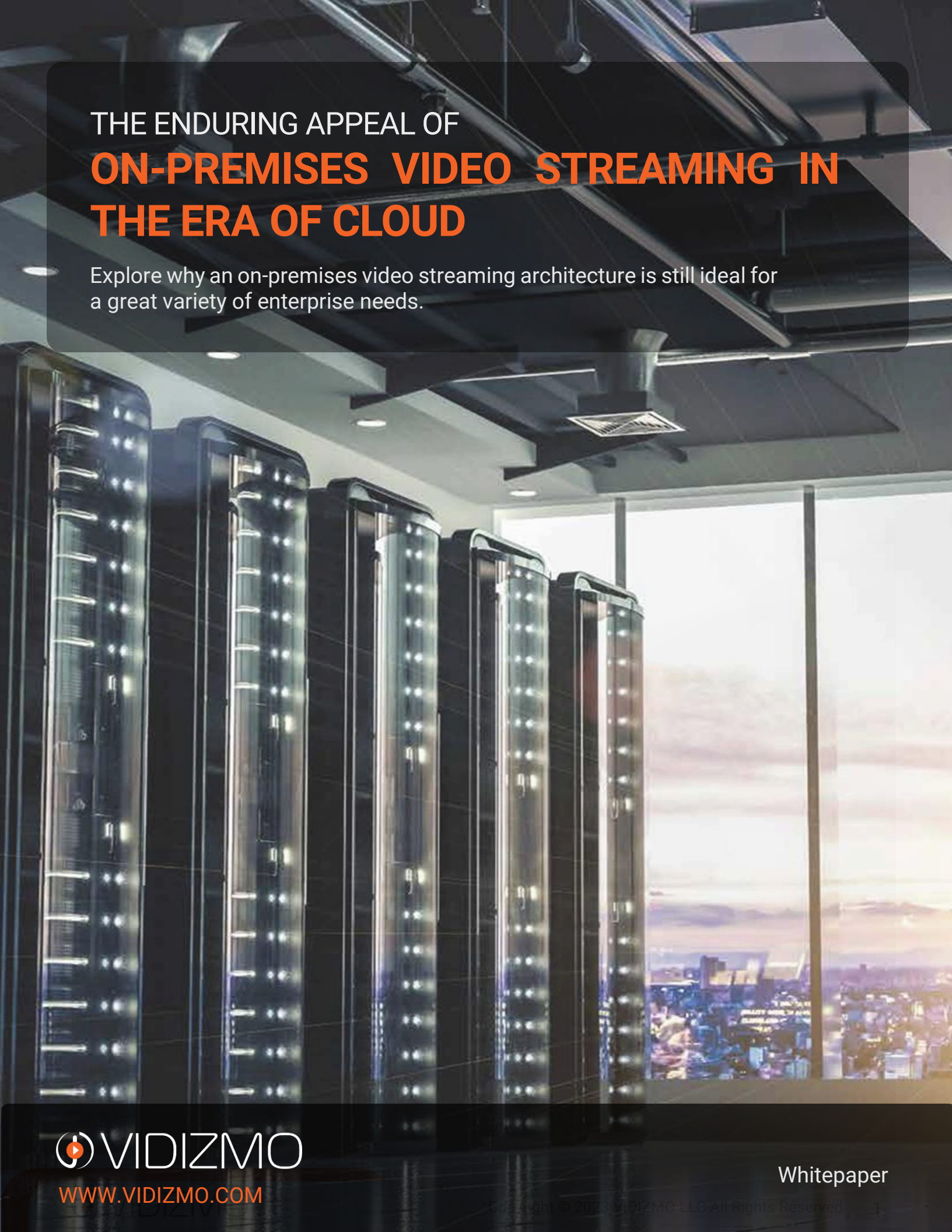

THE ENDURING APPEAL OF

# ON-PREMISES VIDEO STREAMING IN THE ERA OF CLOUD

Explore why an on-premises video streaming architecture is still ideal for a great variety of enterprise needs.

VIDIZMO

WWW.VIDIZMO.COM

Whitepaper

# Abstract

Video has pervaded the enterprise, serving diverse organizational needs for corporate communication, training, collaboration, marketing, and more. When scouring for an enterprise video solution, companies often deliberate over the viability of installing it on-premises versus the cloud. VIDIZMO, a Gartner-recognized enterprise video content management system, offers a wide range of deployment options, including installation in the cloud, on-premises, or a hybrid model to offer flexible deployment scenarios that suit varying organizational needs.

For those considering an on-premises deployment, this paper serves to explain:

- The factors that warrant the continuing importance and appeal of an on-premises architecture over cloud
- What it means to employ your enterprise video strategy on-premises
- VIDIZMO's value propositions and capabilities for an on-premises deployment of a video solution

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# WHY COMPANIES STILL OPT FOR AN ON-PREMISES ARCHITECTURE

As a large segment of enterprises herald towards cloud adoption, CIOs across industries are feeling noticeable pressure to seek off-premises solutions – solutions that will not only help them resolve limitations of existing IT infrastructure but also enable them to avail improvements in business agility, cost efficiencies, and convenience offered by the cloud. However, even with the widely surging move to the cloud and the next generation of IT infrastructure, there is no 'one size fits all' approach in IT services across industries.

This especially rings true for enterprises in highly structured and heavily regulated industries such as finance, healthcare, and defense. Companies operating in such sectors have meticulously stringent policies involving data security, compliance, privacy, and ownership. This dictates that business-critical operations be held closer to the user and controller base. Moreover, companies that handle sensitive information, such as those in the financial or healthcare industry, for example, are not only legally obligated to hold their data in-house but may also need regular access to their data backup. In the case of government agencies, even a dedicated cloud instance may not suffice all regulatory requirements, necessitating an on-premises architecture.

For long-established firms with dense on-premises data centers, it is sometimes counterintuitive not to leverage those resources while evolving technologies in-house. Most banks, for example, have extensive legacy IT structures that can be transformed into a hybrid cloud to get the same agility and cost-effectiveness of the cloud combined with the value of on-premises setups to avail the best of both worlds.

Firms that operate within highly specialized industries require greater customizability to accommodate unique business demands. In contrast, others might have proprietary systems or applications that are challenging to integrate with the cloud. Other firms with complex data management and compliance guidelines or restrictions also find that the cloud is sometimes not flexible enough for their situation.

In another case, even companies that started out in the cloud deploy their own data centers on-premises after some time because the value for money attained from the public cloud sometimes declines as the company gets bigger.

Moreover, as cloud offerings become available on-premises in hybrid scenarios, companies have more options when choosing a deployment model that works for them. And it does not stop there. With cloud bursting, companies can now even avail themselves of the ability to burst into the public cloud should they need to.

# WHY INSTALL ON-PREMISES?

## Bandwidth & Network Accessibility

Cloud users can face bandwidth constraints, especially in the case of global corporations that operate in multiple remote sites. Moreover, some countries might limit the Internet access to certain types of media content, limiting media accessibility in the cloud. In such scenarios, the use of private WAN connections to private data centers can be a more consistent and reliable solution compared to public cloud offerings that involve reliance on internet availability and quality. As a result, it is sometimes better to use an existing WAN for economical, bandwidth-efficient, and secure video delivery.

## Latency

Latency is easily controllable within private data centers and across private WAN connections. However, when leveraging the Internet to access cloud resources in geographically dispersed data centers, latency can be a major problem. Video viewing can be a frustrating experience in a high latency environment and, therefore, requires low and predictable latency times. In such cases, an on-premises streaming architecture is better suited to manage and distribute content from video repositories when the company commands end-to-end control over its network.

## Trust and Data Visibility

Debates about deployment options often boil down to trust. Trust issues characterized by fear, uncertainty, and doubt are sometimes difficult for IT executives to quantify or overcome when considering decisions to house sensitive corporate data in the cloud. Moreover, the lack of visibility of one's data in the cloud and confusion surrounding data storage jurisdictions are haunting concerns for some executives who would then rather have the data reside on-premises, in a physical location they can see, access, and control.

## Predictable Yearly Costs

On-premises installations are usually on annual or multi-year plans, eliminating the need for monthly fees, and the pricing structure is also predictable, depending on the workload. Cloud pricing, on the other hand, can result in a higher overall price tag for unforeseen price increases for things like extra storage in case of unanticipated changes in business storage needs. Not only this, but cloud users might also be susceptible to hidden costs for outbound bandwidth (egress) costs in case of data migration from the cloud, automatic features enhancement or upgrades resulting in frequent price increases, as well as free services that are billable after reaching a threshold.

## Regulatory Compliance

A wide range of industries are subject to government regulations that ultimately determine how companies can use and store sensitive data. The financial services and healthcare industry, for example, are common examples of industry verticals where the government dictates how and where the data is stored – usually mandating that sensitive data be stored privately in on-premises data centers. In such cases, companies simply don't have the option to use the cloud. Cloud also mostly lacks specialized policies adhering to industry-specific guidelines, making it an unsuitable candidate for firms operating in heavily regulated sectors.

## Customizable Security

Firms in specialized industries are required to maintain industry-specific security guidelines, which in turn necessitate the need for sophisticated security customizations that are simply not achievable with the cloud. On-premises installations, on the other hand, grant robust security standards customized based on an individual organization's processes, requirements, security, compliance, and regulatory standards. Moreover, as data resides solely on on-premises servers with robust in-house security and compliance standards, all data access is restricted on-site for every system, application, and database, fortifying security as per the company's specific security and privacy needs and requirements.

## Business Understanding

A business' unique needs and priorities are best known to the business itself. While cloud providers may be able to provide quality service, they do not provide services customized to a business's specific needs and requirements. For instance, when you escalate a problem with your cloud provider, a problem affecting your CEO is treated the same as a problem that impacts a part-time employee.

## Data Migration

Data transfer is a lot faster over a company's intranet and incurs a relatively minor cost. In the case of the cloud, while moving data to the cloud (inbound ingress traffic) is free, outbound data transfer (egress traffic) that goes over the basic monthly allowance is charged on a per GB basis. For businesses that involve regular downloading of large amounts of data from cloud applications or data storage, these additional egress costs can add up fast.

## Large Data Storage

Storing certain workloads in the cloud, especially lengthy videos generated on a regular basis, can result in astronomical monthly costs. Keeping such data on premises, on the other hand, will require a significant initial capital investment but might prove to be more cost-efficient in the long run.

## Control

An on-premises solution will always give a company complete control of all its sensitive data and valuable intellectual property because the data does not need to go outside the organization's data center or firewall. In contrast, public cloud storage will inevitably give the cloud provider a degree of control over all the company's data and its privacy.

## Dedicated Monitoring

While contemporary public cloud providers ensure 24/7 monitoring of customer data, they still do not exclusively monitor what is important to your company. They may not notify you directly of anomalies in a timely fashion. In an on-premises installation, a company can provide 24/7 monitoring where dedicated resources strictly supervise data based on a company's priority, with a dedicated response to any deviances.

## Robust Integration

Integration with a company's existing applications and IT systems is relatively simple in an on-premises infrastructure compared to the cloud. Even though flexible integration options exist with most cloud services to support both a wide variety of sources and connectivity methods, integrations with corporate systems can be complex as data is sent over the Internet.

## Customization

Businesses enjoy the greatest flexibility to make custom software deployments and configurations for applications and systems installed on premises. In comparison, cloud-based customization options are often rigid and limited to a-la-carte options that come at a steep price, adding significantly to the overall cost. Customized solutions offered by some cloud vendors are also extremely costly and require companies to hire a consultant or implementation specialist.

## High Availability

Many on-premises systems appear to have virtually 100% uptime since they are “always” up. While most cloud providers have SLA that guarantees 99% or more uptime, service outages and slowdowns are inevitable in the cloud. It must be noted that even though both cloud and on-premises systems inevitably experience service interruptions and downtimes, the cloud user is fully dependent on the cloud provider to restore service. In contrast, on-premises problem resolution responsibility and control still lie with the enterprise’s IT department.

## Utilize Legacy Systems

A great number of enterprise legacy systems are not compatible with the public cloud, and the only way a firm can leverage investment in those resources is to stick to an on-premises architecture. Even though businesses should replace legacy systems that hamper business efficiency, some are fundamental to operations and, therefore, cannot be substituted instantly. However, as an alternative, legacy systems can also be utilized in the hybrid cloud (discussed later).

# TOO BIG FOR THE CLOUD: WHY COMPANIES MOVE FROM CLOUD TO ON-PREMISES

There is no denying that the cloud has evolved into a viable alternative to on-premises solutions, and in certain cases, it is even a preferred choice for some. However, there is a fundamental issue surrounding long-term cloud costs that sometimes directs large enterprises to on-premises data centers.

Groupon, a global e-commerce marketplace firm born in the cloud, moved its operations to private data centers in 2011 (three years after its launch) as the business had expanded past a certain threshold, deeming it less suitable for the public cloud.

Once a company starts to spend $200,000 to $250,000 per month in the cloud, they should look at the other options, according to Groupon's director of global data center operations, Harmail Chatha.

> *"The biggest driver was cost," Chatha said about Groupon's move away from the cloud. "It was not economically feasible for us to stay in the cloud."*

Chatha advises firms to "run the numbers and talk to some data center providers, *"Adding that the numbers will vary by enterprise. "At a certain point of maturity, they just have to pull the trigger,"* he said.

Groupon's story of growth is not uncommon. Modern-day companies that started out in the public cloud sometimes deploy their own data center on-premises over time because the value for money attained from the public cloud sometimes declines as the company gets bigger. In such a case of diminishing marginal return, organizations then need to evaluate whether the cloud is still as economically beneficial as it was when it first started.

With increased economies of scale, companies must assess their performance viability and determine if an in-house infrastructure may be a better option that also grants them greater control and predictability over cost, security, and performance.

While public cloud storage may be cheaper per TB, the cost can add up for high-capacity points or long retention times, resulting in much higher overall expenses. Moreover, businesses also need to pay attention to all extra fees charged for commonly recurring tasks like accessing and restoring data, for example, tasks that on-premises users are free to run as they please without fear of sticker shocks upon receiving the cloud vendor's invoice.

In addition, a rising trend for hardware financing or renting of colocation space means that an on-premises infrastructure can now be treated as an operational expense as opposed to a capital expense - which is one the biggest motivating factors for some companies to move to the cloud in the first place.

# LAUNCHING YOUR VIDEO STRATEGY ON-PREMISES

So, what is the best strategy to implement video streaming software that delivers live and on-demand video across every device and platform and to users across an organization?

The answer depends on a multitude of factors.

While the cloud offers unlimited storage capacity and scalability to meet fluctuating demand for video, an on-premises video strategy gives organizations complete control over their streaming infrastructure, lowered operational costs, and more predictability over workflow expenses.

However, developing an on-premises video streaming infrastructure requires consideration of the following business requirements:

- Is your organization willing to invest in expertise and resources to build and manage an on-premises video streaming architecture?
- What degree of control does your organization need over its streaming workflows?
- What are your organization's customization needs for a video platform?
- How effectively can you predict spikes in your viewership, and how quickly can you scale to accommodate increasing demand for live and on-demand video?

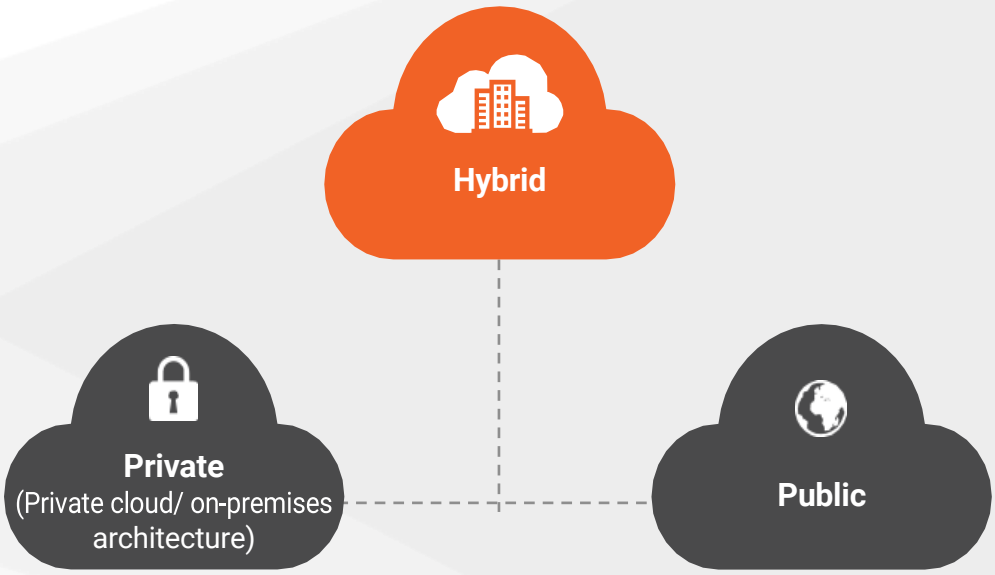
Depending on a business' requirements, an on-premises video strategy is best for organizations that demand greater control over their streaming infrastructure or are concerned about data security and regulation. An on-premises video infrastructure will allow businesses the highest level of customization to suit unique business needs while also enabling seamless integration with existing applications and IT systems. Moreover, firms that have a predictable scale of video streaming needs can provision infrastructure needs accordingly to ensure smooth video delivery to the required audience.

# THE HYBRID APPROACH: ON-PREMISES & HOSTED CLOUD

Hybrid cloud popularity is on the rise, according to Forbes. With a hybrid cloud, companies enjoy a great deal of flexibility to decide how they wish to host and manage their video streaming workflow. Most large cloud vendors now offer a solution that allows organizations to enjoy the economies, agility, and scalability provided by the public cloud while also keeping part of their data in a privately hosted cloud on-premises in what is known as hybrid cloud deployments.

For a hybrid cloud video hosting and management scenario, companies have the choice to provision a portion of their video infrastructure in a private cloud on-premises while maintaining the remainder of it in a public cloud. Another alternative is to host critical parts of the video content in a company-managed on-premises infrastructure while using the public cloud for storing or processing non-critical digital media - enabling organizations to pick the video streaming architectures that are best suited for their needs and deliver the greatest benefits. Integrating e). infrastructure with a public cloud in a hybrid scenario also allows companies to leverage and utilize legacy systems while also availing the benefits of the cloud.

A hybrid cloud offers organizations the greatest flexibility to mix and match the right combination of control and economics. Having emerged as a consistent solution that offers a broad range of cloud and on-premises combination options, the hybrid cloud is on the road, becoming the future of enterprise IT infrastructure.



# PRIVATE CLOUD SCENARIOS

|  On-Premises Private Cloud |  CSP-hosted private cloud |
|---|---|
| • Data resides at the company's premises | • Data resides in cloud provider's infrastructure |
| • Single tenancy; only accessible by a single organization | • Single tenancy; only accessible by a single organization |
| • Greater and more direct control over data | • Significant but indirect control over data |
| • Minimizes security concerns around public cloud | • Minimizes concerns around public cloud |
| • Avails cloud benefits through proprietary architecture | • Avail cloud benefits via CSP's architecture |
| • On-premises IT manages private cloud | • Cloud provider's IT manages private cloud |
| • Carries the same staffing, management, maintenance, and capital expenditure as on-premises | • No staffing, management, maintenance, and capital expenditure |
| • Additional private cloud expenses for virtualization, cloud software & cloud management tools | • Additional private cloud expenses for virtualization, cloud software & cloud management tools |
| • Least economies compared to public cloud | • Lesser economies compared to public cloud |
| • Improved resource allocation and response time (but depends on enterprise IT) | • Improved allocation of resources; dedicated attention and response to customer needs or demands |
| • Lesser need to overprovision hardware | • Eliminated the need for overprovisioning hardware |
| • High carbon footprint | • Reduced carbon footprint |
| • Entirely customer-determined security policies | • Customer determined security policies to a certain extent |

# VIDIZMO'S ON-PREMISES VIDEO CAPABILITIES

VIDIZMO, named a Challenger in Gartner Magic Quadrant for Enterprise Video Content Management, provides live and on-demand video streaming and digital asset management services on-premises as well as in public, private, or hybrid cloud. Despite having a wide variety of deployment options in the cloud, we recognize the unique value propositions of an in-house infrastructure, which may be a preference for some organizations and a requirement for others. Whatever the case, VIDIZMO provides end-to-end streaming services on-premises along with several value-added services and overarching technologies that are offered as part of VIDIZMO's on-premises solution, which helps us ensure the best quality of video delivery on-premises.

## HOW VIDIZMO OPTIMIZES VIDEO DELIVERY ON-PREMISES

Video is unlike all other data traffic an enterprise has ever had to manage. Due to its large file size and bitrates, video streaming comes with a unique set of challenges that include network issues, bandwidth concerns, latency pains, and remote viewing dilemmas.

For an on-premises installation, VIDIZMO assesses the potential challenges that an organization might face while streaming video, depending on its network, geography, and scale of media usage. Upon careful evaluation of individual customer needs, VIDIZMO offers custom solutions to architect the optimal configuration of enterprise IT systems. This ensures the best possible video delivery and network performance for all live and on-demand video streaming scenarios. Some of those solutions are as follows:

### VIDIZMO eCDN

While a public CDN addresses challenges associated with video delivery over the Internet across the world, enterprise networks may still face network and bandwidth challenges that may hamper video experiences in-house on a company's premises. Such problems arise mainly because of small incoming internet bandwidth pipes installed on-premises or in the case of live broadcast sessions, which involve a large number of people viewing a video concurrently in the same location. VIDIZMO provides multiple solutions to enterprises faced with such bandwidth challenges.

VIDIZMO solutions include converting unicast streams from the cloud into multicast streams using Windows Media Server behind the firewall or installing VIDIZMO's software-defined eCDN (Edge Caching Appliances) in each bandwidth-congested location to replicate one incoming stream into thousands of streams within a Local Area Network (LAN).

VIDIZMO's eCDN solution uses a combination of HTTP and plug-in free P2P (peer-to-peer) based technology to accelerate the delivery of content without affecting the customer's network. This hybrid approach combines the power and scalability of P2P streaming with the compatibility of HTTP streaming, providing the best of both worlds in a cost-effective solution with virtually no maintenance cost for the customer. This approach enables limitless video delivery by unifying the HTTP caching server infrastructure with an elastic P2P computing layer that grows with demand. As a result, viewers receive video content from either a multicast stream or from a VIDIZMO eCDN Edge Caching Server in proximity to their location – all while incurring reduced bandwidth costs and efficient load distribution.

## Multicasting Explained

VIDIZMO utilizes multicasting to optimize bandwidth consumption during a live stream within a company's LAN or WAN. A multicasting solution cost-effectively solves all challenges of video delivery over an enterprise network by delivering the same video packet or live stream to several users simultaneously, thereby minimizing the bandwidth used to stream the live video. Video is scalably and securely delivered to a group of destination computers throughout a large, heterogeneous network where the audience size is no longer restricted by the scale of a central server or bandwidth availability.

## Peer-to-Peer (P2P) Explained

VIDIZMO also employs peer-to-peer video delivery, which allows video sharing between end users (peers) without going through a central server. Peer are computer systems connected to each other via the internet, allowing supremely efficient and reliable video delivery at scale. Due to its distributed nature, P2P also increases robustness in case of failures as it replicates the content over multiple peers. However, compared to multicasting, P2P is a heavyweight solution, which incurs high implementation and maintenance costs for large, centralized servers that enable file sharing. Moreover, P2P delivery is not as efficient of secure over wireless networks due to the heavy chatter between peers, which increases wireless traffic.

## VIDIZMO Transcoding Services

For on-premises installations, VIDIZMO offers a built-in transcoder that converts videos and all other rich media files in various standard formats and resolutions, playable on multiple devices in varying bandwidth conditions. VIDIZMO's encoding server can be deployed on the same application server or on a separate server farm in high availability mode where two or more servers balance each other for seamless front-end video delivery. When deployed on the same server, VIDIZMO provides the capability to limit the number of CPU cores allocated for encoding.

Alternatively, VIDIZMO can utilize a variety of cloud-based video transcoding options, including encoding.com, Amazon Elastic Encoder, and Azure Media Services, among others, to automatically transcode all videos in multiple renditions optimized for delivery and playback on multiple devices.

VIDIZMO automatically detects the user's playback device and delivers the appropriate rendition, resulting in a seamless media viewing experience for the end user. This way, VIDIZMO also provides support for all user devices (mobile, tablet delivery), which is especially important for the mobile workforce that is always on the field and needs access to the latest information on product offerings, corporate news, product demos, and video for marketing purposes, for example.

# HOW VIDIZMO FACILITATES VIDEO FOR AN EXTERNAL AUDIENCE

VIDIZMO's on-premises software employs a range of technologies to serve an external audience of employees who may work away from the company's premises. This includes people who operate in a different geographical region, travel frequently, or those who work from home.

## Content Delivery Networks

Content Delivery Networks (CDNs) emerged as a solution to the Internet service degradation as they move content to the "edge" of the Internet, i.e., close to end-users, resulting in reduced origin server loads, distributed network traffic, and reduced latency. To distribute live or on-demand streaming video over the internet across the world, VIDIZMO uses Microsoft Azure, Verizon & Akamai CDN with a point of presence (PoP) around the globe, which serves to enhance global content delivery with high scalability and reliability. NBC has used Microsoft Azure CDN to live stream the Olympics to millions of viewers around the world since 2014 due to its reliability and quality of service.

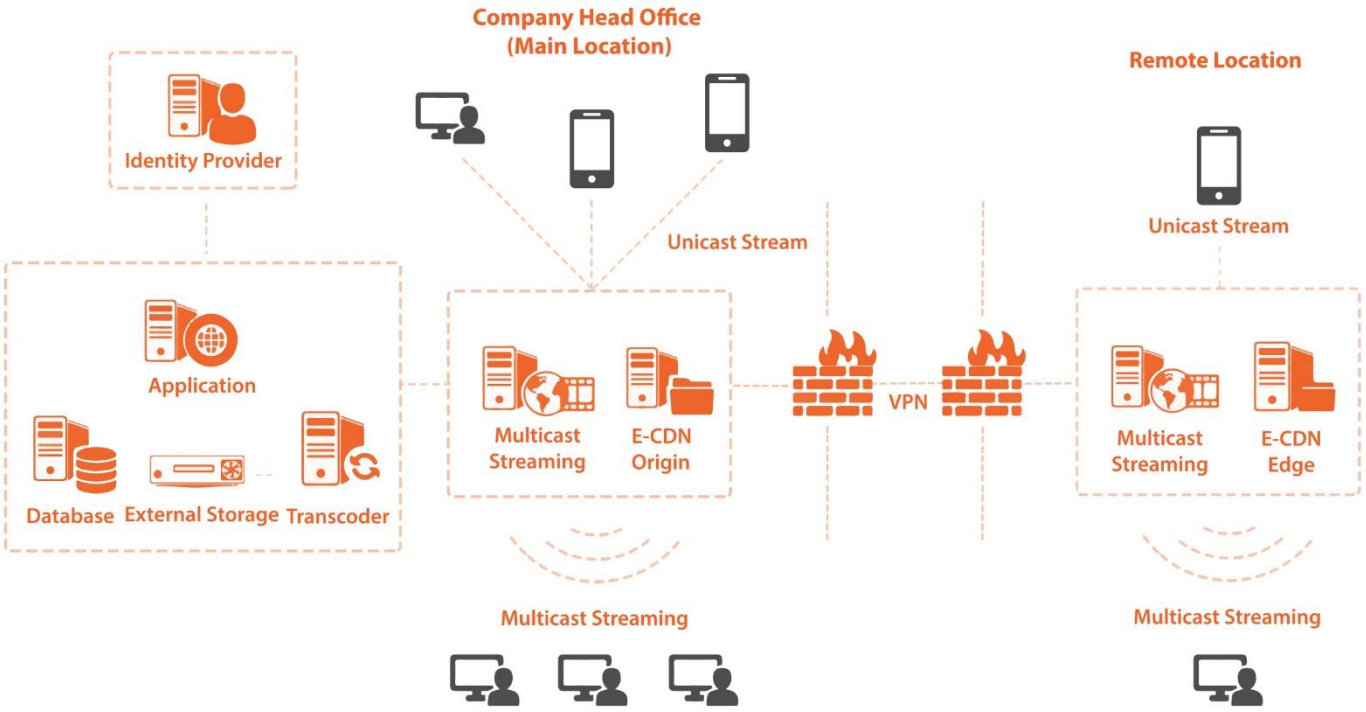
CDN technology also helps solve any latency issues by caching static resources in edge cache servers distributed across regions, thereby bringing requested resources closer to users and reducing the round-trip time. Additionally, content caching devices installed near the user base also resolve network issues by using CDNs in the case of spiking internet traffic.

## Virtual Private Network (VPN)

For users accessing VIDIZMO from remote locations or from outside the local area network, VIDIZMO's portal access can be customized and extended to end users over a virtual private network (VPN). The VPN bolsters resource access and security while also lending the company complete control of what content is available to internal vs. external users. This way, a VPN not only allows smooth access for remote users but also ensures encrypted communication in an untrusted public network.

## BYOD-Enablement

In a radically changing enterprise culture, employees now increasingly work from home or bring their own devices to work (BYOD). This means that videos for communication, training, or sales videos, for example, are viewed on multiple devices, sometimes while people are remote or even mobile. Even as VIDIZMO is installed on-premises, the software can be configured to allow some traffic through the firewall, enabling access outside the firewall. This way, users accessing VIDIZMO from their own devices can view content from any permissible device, attaining the ultimate accessibility and flexibility of servicing content to an internal and external audience.




BEHIND THE SCENES VIDEO OPTIMIZATION ON-PREMISES

## Virtualized Environment

The VIDIZMO application can be installed as virtual machines (VMs), and deployed on virtual servers to provide the functionality of a physical operating system. Each component of the application has its own VM, whose implementation may involve specialized hardware and software. The result is that the end user has the same experience on a virtual machine as they would on dedicated hardware. VMs offer the added flexibility of easy movement, copying, and reassignment of data between host servers to optimize hardware resource utilization. Additionally, data replication is also achieved across all servers in the VM cluster to provide system redundancy and to minimize downtime possibility. This way, virtualization not only helps optimize the deployed capacities but also makes VIDIZMO more agile, scalable, and manageable.

## High Availability

VIDIZMO employs high-availability databases to meet the demand for 24/7 server availability to handle varying loads and failures with minimal or no downtime. Such databases are configured to eliminate single points of failure, which optimizes the system to ensure that the end user does not experience a service interruption or degradation in video quality when the hardware or networks fail. In VIDIZMO's high availability application deployment mode, multiple dedicated virtual machines host VIDIZMO front-end and back-end services in an application form as multiple VMs host VIDIZMO databases in a high availability environment. This environment provides high availability in case of any VM failure. VIDIZMO installs high availability mode in a production environment using two highly configurable production environments, namely Application Farm (Active-Active) or Database Cluster (Active-Passive).

## Load Balancing

Adequate load balancing of critical systems is an essential component of VIDIMZO's on-premises architecture to optimize resource use, maximize throughput, minimize response time, and avoid overload of any single resource. Of the two production environments, VIDIZMO servers in Active-Active mode utilize a load balancer managing traffic between both servers. In the case of load, maintenance, and failure of any web server load balancer will automatically shift all traffic to the other server, thus maintaining high availability for web traffic. In the alternate Active-Passive mode, the VIDIZMO database is deployed on two servers in a Windows Server Failover Cluster (WSFC) environment in an 'always on' availability group setup. In case of failure or maintenance of any server, the other server will remain available to maintain database operations for the VIDIZMO application and thus maintain high availability.

## Single-Sign-On

Once VIDIZMO software is installed as virtual machines, enterprise single-sign-on can be implemented by integrating with the enterprise authentication platform. VIDIZMO supports integration with Active Directory, SAML-P, ADFS, Okta, or One-Login. Alternatively, the VIDIZMO ID Connector works behind firewall implementations, providing single sign-on with all VIDIZMO products for centralized user management, eliminating the need for ADFS, SAML-P, or any other methods. However, an organization may also use ID

Connector for real-time user synchronization and SAML-P or ADFS for single-sign-on (SSO) to provide a uniform SSO experience to those already using SAML-P or ADFS.

## Enterprise Integrations

To accomplish smooth implementation and integration, VIDIZMO ensures interoperability with existing business operation systems, data formats, and languages, all of which enable connection via a standard interface. VIDIZMO also enables data integration across enterprise system software to handle the flow of data between systems and applications, enforcing consistency across the database. Additionally, our robust and scalable integration solution holds together a modular system, which allows for seamless implementation while improving adaptability and usage with existing workflows. This allows companies to easily integrate and leverage their existing IT systems while building upon VIDIZMO's video platform. Out-of-the-box integrations are available for a broad range of existing business systems, such as CMS, collaboration tools, video conferencing apps, and more, as well as a wide range of single sign-on services, publishing tools, encoding tools, cloud services, and content delivery networks. These integrated extensions provide a full layer of video capabilities directly within the existing enterprise system.

## Operating Systems/Technologies (OS, DB)

VIDIZMO's on-premises deployment requires the installation and setup of an SQL Database Server and Application Server running on Windows. For an application server, VIDIZMO requires Windows Server 2012 R2 or higher and SQL Server 2012 or higher.

# HOW VIDIZMO EXECUTES AN ON-PREMISES DEPLOYMENT

## Installation and setup

VIDIZMO's team works closely with customer's enterprise IT teams to setup and configure VIDIZMO's platform and eCDN in the customer's on-premises hardware. For edge caching nodes, VIDIZMO's team provides a self-explanatory guidance and instruction manual to enterprise IT teams for local installation and delivery of live and on-demand streaming video on various locations as required. In case the enterprise lacks time or resources specific to streaming media, VIDIZMO offers enhanced implementation support for administrative and technical project management, SME support, documentation, as well as business, system, or network analysis, among other things, to fill any gaps and meet project needs. VIDIZMO teams can analyze customers' network infrastructure to identify suitable locations for edge caching and CDN typology configuration. VIDIZMO suggests limiting the installation of edge caching nodes to locations or buildings with the majority of employees.

## Software Updates and Upgrades

On-premises customers have the option to opt for automatic delivery of upgrades, or they can choose to install and test the updates in a test or staging environment prior to moving them to production. Customers using an Azure infrastructure can continue to maintain it, including OS and database-level updates, as per their IT policies and procedures.

## Training & Standard Support

VIDIZMO provides all customers an offline web-based training library along with options for online interactive training, which can be delivered via collaborative tools like GoTo Meeting, WebEx, Zoom, MS Teams, or any other online meeting tools. VIDIZMO's team can also deliver operational training to designated personnel for the day-to-day operations of VIDIZMO's solution. After going live, VIDIZMO's team offers technical support to all administrators to assist with daily operations. In general, training can be provided to a range of customer groups, including business users, application users, database management groups, or any other customized training request made by the client.

VIDIZMO

## Digital Media Management Solutions

VIDIZMO offers three products, a Gartner-Recognized YouTube-like platform EnterpriseTube, and the IDC-Recognized Digital Evidence Management Solution for law enforcement, and VIDIZMO Redactor for ensuring data privacy and compliance. With flexible deployment options (on-premises, in the cloud, as a hybrid model, or as a SaaS application), the solutions allow organizations to store, process, manage, protect, and share content with public and private audiences securely.

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