



SUCCESS STORY

Media and  
Entertainment



#### LATTO | PROBLEM SOLVED

LATTO uses NetApp® ONTAP® Cloud running in Microsoft Azure to power its cloud-based online video platform, helping customers manage, deliver, and monetize their growing volumes of online video content.

## LATTO Ushers in the Golden Age of Television

We live in what is being hailed as the “Golden Age of Television”; we now have access to more video content than ever before. No longer limited to cable or satellite, viewers everywhere are consuming an ever-growing volume of streaming online video content. According to venture firm KPCB, by the end of 2017, online video will account for 74% of all internet traffic. LATTO’s online cloud-based video platform is at the forefront of this trend, giving content providers the tools to process, manage, deliver, and monetize video content to a growing global audience.

Customers in more than  
**60 countries**  
around the world

**20+**  
TV networks,  
**100+**  
channels

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# “As we began to develop our cloud strategy, we knew we wanted to go with an established authority in data and cloud.”

Kobi Cohen  
Director of Solution Architecture, LATTO

Since 2007, LATTO has given global content providers the tools to reach new audiences. LATTO provides end-to-end video solutions from content preparation to delivery, with powerful content, business, and subscriber management tools to help customers grow their businesses.

“At LATTO, we create solutions tailored to our customers’ specific needs,” says Kobi Cohen, Director of Solution Architecture at LATTO. “Our partnerships enable us to offer a broad spectrum of services that bring together online video processing, media management, and sales.”

After a provider uploads a video to LATTO, the content is encoded, encrypted, and transcoded into all “over-the-top” (internet) video formats. From there, providers can use LATTO’s comprehensive media management suite to manage their assets, subscribers, and business rules. The final step: matching that content to users. LATTO’s integrations with smart TVs, set-top boxes, streaming players like Roku and Apple TV, and web and mobile applications give providers a

dynamic store front through which to engage viewers.

## **KEEPING UP WITH RAPID DATA GROWTH**

From the moment the data is submitted to LATTO to the moment it reaches the consumer, LATTO is responsible for providing the highest levels of security, performance, and availability. At the same time, LATTO’s data is growing at 5TB to 7TB per month due to the rapid proliferation of content and higher-definition video resolution.

Multiple channels might have streaming rights to the same show, but due to Digital Rights Management (DRM) regulations, all data must be separate and secure. That means LATTO could manage two, three, or more copies of an entire season or series.

## **HARNESSING THE POWER OF THE HYBRID CLOUD**

Previously, LATTO hosted every customer on its own dedicated private infrastructure. But when a new client decided it wanted to move to the cloud just 2 weeks before deployment, LATTO saw an opportunity to improve agility and efficiency for its video platform by

harnessing the power of the hybrid cloud. LATTO selected NetApp ONTAP Cloud running in Microsoft Azure to provide enterprise-grade data services and high availability for its cloud environment.

“As we began to develop our cloud strategy, we knew we wanted to go with an established authority in data and cloud,” explains Cohen. “Choosing NetApp was the best decision we could have made. The team has assisted us at every step along our digital transformation.”

With ONTAP Cloud running in Azure, LATTO can leverage the elasticity of Microsoft Azure cloud computing to support rapid data growth while maintaining high availability, performance, efficiency, and data security.

ONTAP Cloud enables LATTO to automatically grow data volumes during the ingest process, which means a smooth upload experience for customers. With limitless scalability, LATTO’s customers can scale up or down instantaneously and pay only for the resources and services they use. According to Cohen, “ONTAP Cloud enables us to provide new, flexible business

models to our clients. The possibilities are endless.”

With consumers expecting instant gratification from online streaming video, LATTO’s customers require on-demand access to their content. ONTAP Cloud delivers nonstop availability for LATTO’s data in Azure. Data is automatically backed up using space-efficient NetApp Snapshot™ copies, providing fast, file-level recovery in the event of a disaster.

In addition to LATTO’s own security software and firewall technology, ONTAP Cloud provides additional layers of security with encryption

of data at rest and in flight. Using the ONTAP credentialing feature for security and compliance, LATTO can track every interaction with its data.

### A PARTNERSHIP FOR THE FUTURE

By using familiar ONTAP data management tools, LATTO can manage its rapidly growing data without adding headcount. When it does need additional expertise, Cohen appreciates that NetApp is always there to help. But, to Cohen, NetApp is more than just an extension of his team.

“We rely on NetApp’s team of experts to help guide our cloud strategy,” says Cohen. “Even before we had selected NetApp, they answered every question that we had as we began to learn about cloud computing. Today, they continue to help us transform our business with the cloud.”

### SOLUTION COMPONENTS

#### NETAPP PRODUCTS

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