

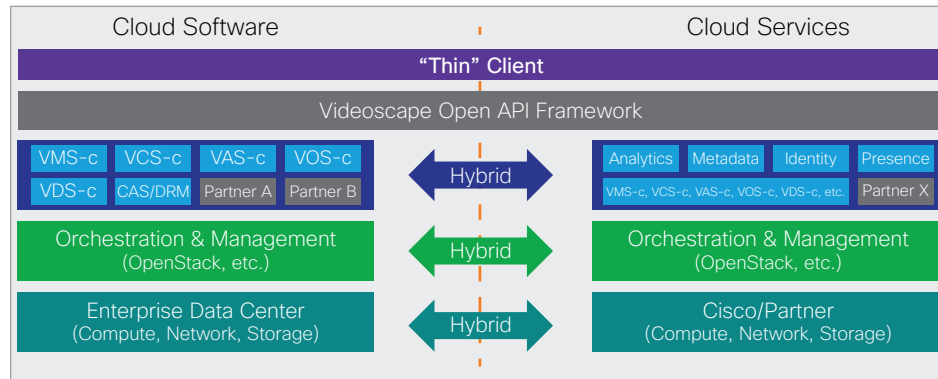
# Cisco Videoscape Cloud



## Cisco Videoscape Cloud Overview

Create amazing personalized media experiences for your subscribers with the flexibility and cost savings of Cisco Videoscape™ Cloud. Cisco Videoscape Cloud capabilities provide agility to rapidly adapt your infrastructure to changing requirements with flexible implementation options. It simplifies operations by orchestrating services and managing resources in your cloud environment. Cisco's commitment to open cloud platforms and open API framework helps accelerate innovation and integration to create unique media experiences that strengthen your brand.

**Figure 1.** Videoscape Cloud Software and Services



## New Challenges and Competition

Consumer demand for home, work, and mobile media services seems insatiable. However, operators are facing tough competition, especially from "over-the-top" (OTT) media companies that rapidly deliver lower cost and compelling services. Agility is required to differentiate your brand by providing unique media experiences like 4k video, cloud-based video recording, and personalized multiscreen advertising that keep your subscribers loyal and your expenses low. Operators look to cloud technology to gain the flexible infrastructure and agile solutions that can power differentiated user experiences, reduce costs, and accelerate service velocity. This technology transition to cloud is validated by the Cisco® Global Cloud Index 2013, which projects that nearly two-thirds of global data center workloads will be cloud-based by 2017. Cisco Videoscape Cloud addresses this need.

## Bring Cloud Flexibility and Efficiency to Your Media Environment

The Cisco Videoscape Cloud Software portfolio represents a cloud version of the various full-featured appliances from the Cisco Videoscape Suites that use mature globally deployed software. With an open architecture, you have the flexibility to run applications on private clouds using a cloud OS (such as OpenStack) or hybrid infrastructures composed of appliances and private clouds. For example, operators can augment existing appliance-based TV streaming services with cloud software-provisioned multiscreen transcoding capabilities to reach additional devices. This capitalizes on the efficiency and innovation of cloud applications where it makes sense while protecting existing media infrastructure investments.

The Cisco Videoscape Cloud Services portfolio offers Cisco Videoscape applications "as a service," operated by Cisco and purchased by our customers on a consumption-based model. It extends both the Cisco Videoscape appliance and Cisco Videoscape Cloud Software portfolios with software as a service (SaaS) capabilities such as viewer analytics, user identity, enhanced metadata, presence, and other enhancements.

Cisco Videoscape Cloud empowers operators with the agility and flexibility to combine and use the best capabilities across their existing appliances, their emerging private cloud infrastructure, and Cisco's cloud capabilities to launch new immersive, personalized video experiences.

## Cisco Videoscape Cloud Benefits

- Accelerated time-to-market with an agile infrastructure which allows you to build, test, deploy, and change services much faster
- Simplified operations by orchestrating services and managing resources across cloud solutions
- Lower capital expenses by deploying new applications as virtual instances instead of new servers while protecting your infrastructure investment
- Financial flexibility of owning and operating some parts of your media portfolio yourself and outsourcing others to Cisco and Cisco partners
- Promote innovation with an open, modular architecture that facilitates integration with third-party platforms



## Leading Media Companies Already Capitalize on Cisco Cloud Solutions

- Comcast and Cisco are working closely together to implement next-generation video services, like the X1 Platform™ by Xfinity, on an OpenStack foundation, which can improve both agility and scale
- Canal Digital provides a next-generation hybrid satellite/OTT TV platform using a video headend hosted and managed by Cisco and Cisco open user interface and middleware solutions
- NBC Sports is offering one-stop, all-IP cloud video streaming of the Winter Olympics, made possible by Cisco, using live HD feeds and on-demand content

## Why Cisco?

Cisco is an ideal partner to help you reap the benefits of video cloud technology. We provide unmatched video expertise, drawing on over 5000 video professionals worldwide. Cisco is committed to developing solutions based on various cloud operating systems (including OpenStack) and offers one of the world's most comprehensive and open cloud portfolios.

## Next Steps

To learn more about Cisco Videoscape Suites and Videoscape Cloud solutions, visit : [http://www.cisco.com/en/US/netsol/ns1105/networking\\_solutions\\_solution\\_category.html](http://www.cisco.com/en/US/netsol/ns1105/networking_solutions_solution_category.html).