

Service Reliability and Support

A high level of investment has gone into the reliability of IBM's video streaming services. This includes in the technology, delivery infrastructure and the customer success-driven support.

Reliability and software defined logic

IBM uses a process involving various delivery points, including multiple content delivery networks (CDNs). This is done for scalability and reliability, with software defined logic to optimize. Multiple checks, varying in severity, are used to select the optimal network. This includes mission critical checks, such as if a consistent 404 error is being delivered by a provider, to preemptive measures, such as abnormal levels of buffering. When encountering these scenarios, the system will automatically and virtually seamlessly switch to another source.

For visibility, a live monitoring tool is provided. This shows, in virtually real time, the amount of buffering being experienced from users and tracks CDN usage.

Enterprise Content Delivery Network

Enterprise Content Delivery Network (ECDN) servers are virtual appliances that are deployed close to the target audience, inside the corporate network. As a result, ECDN helps reduce the number of video streams that need to be downloaded over the WAN by caching them and then distributing them internally on the local network. These ECDN servers work as part of the software defined logic.

Managed services

Optional, purchasable managed services are available. This offers remote or onsite technicians who will monitor live events and have the ability to quickly escalate issues.

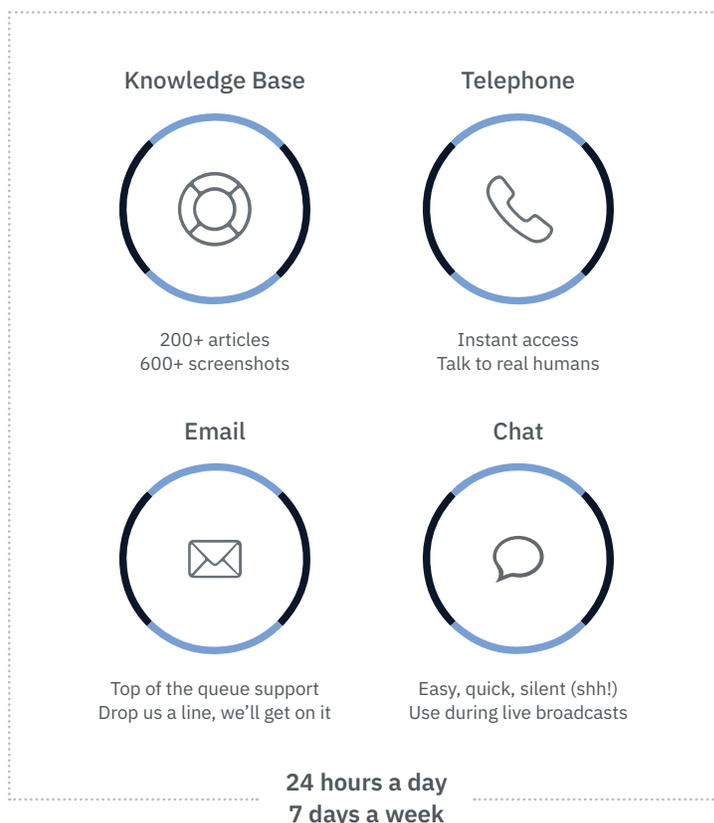
Daily operational check

The IBM Customer Success team performs a daily, 70-point inspection of the video streaming technology and services. This includes a series of proactive, manual checks and validations of the system along with using a suite of automated engineering alerts through services like Nagios and PagerDuty. This process is run twice every 24 hours.

24x7 support

IBM has a dedicated Customer Success team to help clients receive the guidance, resources and support required to achieve success. This includes 24x7 support over the phone, chat and tickets. Response times average under 1 minute for phone, 2 minutes for chat and 2 hours for tickets while the Customer Success team averages a 95 percent customer satisfaction rating.

In addition, an escalation path to engineering, called "tier 3 support," can also be utilized in critical situations and offers a direct line to on-duty engineers. In the event of an impactful issue, Root Cause Analysis (RCA) documents are prepared, targeted for delivery within 7 days.



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