IBM **Aspera**

Cable and Telecommunications

Powering the Modern Communications Company with High-Speed Data Transfer

The telecommunications industry is in a state of flux. Consumer consumption models have been disrupted by streaming, a-la-carte content offerings and enterprise customers have come to demand more from their operators. In response, telco and cable companies are evolving their business with new distribution channels, investments in content creation and expanded business offerings like cloud and disaster recovery. To support these changes, operators need better tools for moving and managing ever-increasing volumes of data. As the market leader in bulk data movement, Aspera helps overcome these challenges with superfast, large file and data transfer, anywhere in the world.

Industry Trends & Innovations

Evolving Business Services

Telco and cable operators are expanding enterprise offerings to drive growth. New services like cloud computing utilize existing infrastructure while providing new revenue. Many of these new services require operators to securely and efficiently manage growing sets of enterprise customer data.

Explosion of Original Content

Competitive offerings from non-traditional and OTT providers (e.g. Netflix) are disrupting linear content delivery and content creation models. Many telco and cable operators are acquiring media companies or merging with other operators to better address and capitalize on the evolving content business.

Telco and Cable Big Data

Operators are analyzing and storing more data than ever before. New strategies like using network usage data to better predict peak loads or aggregating TV viewing habits to create better content and target ads are being used to improve business. Managing these ever-growing data sets can be a challenge.

Key Industry Challenges

- Using Big Data to Deepen Insights (e.g. viewer habits, network ops)
- Reducing Time-to-Air for Critical Content
- Creating Content and Broadening Delivery Options (e.g. OTT, VOD)
- Ensuring Delivery of Monetizable Ad Content
- Expanding Business and Consumer Offerings
- Managing Complex Infrastructure

Aspera Solution Suite

Aspera offers a suite of software and SaaS products built with its patented FASP® transfer technology that enables telecommunication companies to move, share and stream large volumes of data and files at maximum speed, with complete security and reliability — regardless of file size, transfer distance or network conditions. Aspera addresses all big data movement challenges including:

Share & Exchange Files & Folders

Replication & Synchronization

Mass Transport & Ingest

Transfer Automation & Orchestration

High-Quality Data & Video Streaming

The Aspera FASP Advantage

Fast
Move data & media files hundreds of times faster than TCP by fully utilizing bandwidth, regardless of size or transfer distance

Secure
Robust security with SSH authentication, data encryption in transit & at rest and data integrity verification

Controlled
Real-time, centralized control over transfers, nodes and users, with comprehensive logging and reporting

Reliable
Dependable transfers with auto resume for partial or failed sends

Aspera Moves Data 100X+ Faster Than FTP

MOVING A 10GB FILE				
	Network Bandwidth	Across US	US - Europe	US - Asia
Legacy Transport	100 Mbps	10-20 Hours	15-20 Hours	Impractical
	1 Gbps			
	10 Gbps			
Aspera FASP®	100 Mbps	14 Min	14 Min	14 Min
	1 Gbps	1.4 Min	1.4 Min	1.4 Min
	10 Gbps	8.4 Sec	8.4 Sec	8.4 Sec

How Aspera Delivers Value

A few examples of how Aspera solutions have been used by our telco and cable customers.

Solution 1: Reliable Data Streaming for Real Time Analytics

Challenge

Telecommunication companies face significant delays and failed transfers when moving large data sets (e.g. log files with tv viewer info, network performance data, etc) to processing centers over wide area networks. As a result, analytics are outdated or incomplete.

Aspera Solution

Aspera high-speed streaming software enables telco companies to stream large volumes of data with 100% reliability without congesting the network. Regardless of where the data is generated it can be streamed into analytics platforms at high-speed for real time insights.

Solution 2: Large Data Replication for Datacenter Migration

Challenge

Migrating terabytes of enterprise customer data into managed datacenters and cloud environments is impractical over global networks and shipping hard drives is costly and introduces risk of loss or theft. Neither option is suitable for meeting tight business SLA's.

Aspera Solution

With Aspera high-speed file transfer, telco companies can easily migrate enterprise customer data into managed environments securely and quickly regardless of data size. Migrations can be accomplished in hours not weeks, improving the customer experience.

Solution 3: High-Speed Streaming for Remote Video Editing

Challenge

Traditional data streaming tools fail to provide the speed needed to enable remote, real time video editing for live events (e.g. sports, red carpet coverage, etc). As a result, costly onsite buildouts and local teams are needed to provide live editing capabilities.

Aspera Solution

Aspera's high-speed streaming software and integration with leading media editing tools makes sharing live HD footage across remote editing teams in real time a possibility, helping drive down costs and improve editing workflows and collaboration.

Solution 4: Media Library Synchronization for On-Demand Services

Challenge

Replicating entire libraries of music and video content across regional distribution hubs for on-demand services is slow or not possible over standard internet connections resulting in outdated catalogues and disappointed consumers.

Aspera Solution

Aspera high-speed sync enables on-demand providers to easily copy entire libraries of the latest content into geographically dispersed CDNs and cloud platforms at high-speed so content libraries are always kept up to date.

Solution 5: Satellite Replacement for On-Demand Content Ingest

Challenge

Ingesting the latest shows from content providers into on-demand catalogues can be a challenge for local cable providers. Content is typically received via costly satellite systems and arrives in various formats and sizes that need to be managed and processed.

Aspera Solution

Aspera's native support for satellite catcher systems and content management platforms makes receiving content over the internet easy, fast and at a lower cost compared to satellite. With Aspera, local providers have a unified solution for receiving and validating content from hundreds of providers.

Customer Success Stories

Cable Provider Replaces Satellite and Saves $5M

A cable provider in N. America relied on costly satellite to distribute ad content to local TV stations and headend facilities. By replacing with Aspera, they can now send ad content over the internet at the same speed or faster while saving $5M in CapEx.

Reliable Data Streaming Enables Real Time Analytics

A leading telco and cable company struggled to reliably collect thousands of log files from set top boxes for viewer analytics. Aspera streaming software enabled them to move data in real time with 100% reliability. Analytics are now timely and actionable.

Sky Italia Moves 2TB of Content a Day for Broadcast Operations

Italy's leading pay-TV operator relies on Aspera for content sharing across 250 production partners. Each day, facilities in Rome & Milan ingest terabytes of content. Without Aspera's fast transfer software, getting new shows to 5M subscribers would be impossible.

Questions? Learn more at www.ibm.com/aspera or contact Aspera Sales at aspera-sales@ibm.com