The Value of Ubiquitous Video

For many people, video is fast becoming the communications platform of choice. Its unique combination of visual and auditory elements, which can be accessed from almost anywhere, using almost any device, enables video to make connections with users like no other medium. It’s why we are seeing businesses increasingly relying on video to inform, educate, and inspire their employees, partners and customers. All this video, however, can overwhelm networks, degrading the performance of not only the video, but also all the other applications your users rely on to conduct business. Blue Coat can help; our video optimization solution can make sure your infrastructure is able to support all your video and multimedia demands to deliver an optimal experience for all your users.

The Challenge with Video

If your business isn’t prepared to support and deliver video, it can overwhelm your media servers, which house and distribute video in response to user requests, and congest your WAN. When you think of all the different people you have simultaneously watching different videos (both business and recreational), at 500k to 1.2 Mbps per video stream (and up to 4 to 7 Mbps for HD), it’s easy to see how it can burden your servers and network. When this happens, the overall performance of your network can be adversely affected, rendering all your video and other business-critical applications virtually inoperable. It’s hard to add bandwidth to keep pace with the demand of all these multimedia applications, plus it can quickly become cost prohibitive. As a result, you need to find a way to optimize the delivery of this content and scale your network to meet the ever-increasing needs of your organization.

The Requirements to Optimize Video Delivery

What’s required is a way to offload your core media servers, reduce the traffic that actually traverses the WAN and optimize its delivery to ensure a high quality user experience. You need to:

-> **Scale Live Video**: Reduce the impact of Internet video on your WAN to ensure all your users can effectively access live content, without impacting other traffic.

-> **Optimize On-Demand Video**: Take advantage of on-demand caching to provide instant access to your users, offload the media servers and dramatically reduce traffic over the WAN to maximize the user experience.

-> **Manage Your WAN to Protect Against Video Floods**: Ensure you can not only optimize traffic to reduce the burden on the WAN, but also limit traffic when needed to protect against floods that can disrupt the performance of your WAN.

-> **Support All Video File Types**: Use application specific technologies to ensure you can optimize and manage all the video in your environment. The three key application protocols any solution should support are: HTTP/SSL (including including HTML5, YouTube and anything served from SharePoint), RTMP (Adobe Flash), and RTSP (Microsoft Windows Media Server).

How Blue Coat Ensures Optimal Video Delivery

With Blue Coat’s WAN optimization solution, you can ensure your infrastructure is prepared to support all your video needs and capable of delivering a satisfactory user experience for all the applications and services you rely on to run your business. This is because Blue Coat’s solution is designed to not only provide optimal delivery of video, but also files, email and other cloud-delivered applications to give you a truly comprehensive solution. With Blue Coat, you can:

-> **Scale Live Video**: Blue Coat ensures your users can access all the live programming they need. Blue Coat provides live stream splitting for Adobe Flash RTMP and Microsoft Windows Media RTSP. A single live stream is served from a central media server, traverses the WAN, and is split or multiplied at the branch office to all users. Our fully licensed, integrated technology works with the media servers at the core to maintain authentication and access rights, as well as the ability to track user statistics. With Blue Coat, you can offload the media servers in the data center, drastically reduce the traffic over the WAN to a single video stream, and maintain complete reports of video use.

-> **Optimize On-Demand Video Delivery**: Blue Coat enables you to cache video at the office locations of your users, so it’s available when they need it, on-demand. The first user receives the video and then it’s cached on the local server at that office location for quick and easy access by subsequent users. Blue Coat also helps you...
roll out a content distribution network (CDN), so you can pre-populate content when it’s convenient (overnight) to reduce peak WAN usage and proactively control the delivery of that content.

Manage Your WAN to Protect from "Video Floods": Blue Coat provides a comprehensive WAN management solution that ensures you can optimize your WAN to effectively support all your application and service requirements. First, we optimize both internal AND external/Internet video, to reduce the burden on the WAN. Next, we give you tools to – differentiate between content sites and categorize all your Web content, so you can apply a powerful policy to set quality of service (QoS) limits on the amount of WAN bandwidth for specific sites or entire categories. As a result, you can contain recreational video and prevent it from overwhelming or impacting other business-critical applications and protect against video floods.

Comprehensive Video Coverage: Blue Coat offers a broad spectrum of application specific technologies to support the dozens of different video file types you have in your environment – such as QuickTime (.mov), Flash (.swf), Windows Media (.mp4/.wmv), HTML5, and many more. Blue Coat’s specialized video technology can optimize all of these (HTTP/SSL, RTMP, RTSP) application protocols and content types to provide you a complete solution for optimizing and managing video.

Summary

With Blue Coat, you can offload your media servers and achieve bandwidth gains (from 10x, to 100x even 1000x improvement) to scale the delivery of all your multimedia content to meet the demands of your business. Blue Coat ensures your infrastructure is capable of delivering the high quality user experience your users require to drive the success of your business.