

iN DEMAND Accelerates Data Transfer with Attunity CloudBeam

“After evaluating various commercial media transfer acceleration software solutions and open source tools to deliver high volumes of larger-file video content from our on-premises locations to Amazon EC2, we selected Attunity. Attunity CloudBeam was easy to implement – and delivered throughput in excess of two gigabits per second. The ease of use and transfer throughput speeds far exceeded our expectations and experiences with alternative options. More importantly, Attunity enabled us to meet our project goals on time and on budget.”

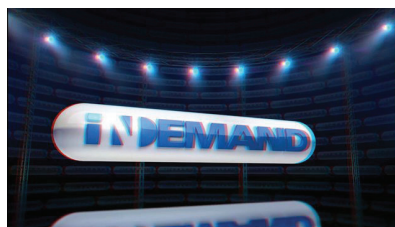


Overview

iN DEMAND creates and delivers programming to cable companies and MSOs (multi-system operators) throughout North America. iN Demand is streamlining operations and reducing storage costs by leveraging Amazon EC2 as a video content repository. Attunity CloudBeam, powered by Attunity RepliWeb, enables iN DEMAND to seamlessly transfer and sync large volumes of files between their on-premises New York City data center and Amazon’s Reston, VA, cloud region. Attunity enables iN DEMAND to meet service-level agreements with its respective customers and reduce IT Operations costs associated with large-file media transfer processes.

The Company

iN DEMAND, headquartered in New York City, is the entertainment industry’s pioneer and signature distributor of transactional and subscription content. The company is co-owned by Comcast, iN DEMAND Holdings, Inc., Cox Communications Holdings, Inc., and Time Warner Entertainment – Advance/Newhouse Partnership. iN DEMAND creates and delivers programming through cable Pay-Per-View, Video-On-Demand, as well as on digital platforms. The organization has always been at the technological forefront and is continually working to deliver next-generation content and technology to enhance its customer experience.



Each month, content providers like Sony send iN DEMAND between 50 and 100 terabytes of media content. iN DEMAND’s Operations team, which manages all aspects of content transcoding and quality control checks, packages the newly-received content, and then delivers it to cable companies and MSOs (multi-system operators). Given the large volumes

of data that iN DEMAND manages, the company was looking to leverage lower-cost cloud storage options with encoding capabilities. “The company already manages two petabytes of tape and spinning disk storage in New York City, and storage demands are only expected to grow,” explained Michael Raposa, Vice President, Infrastructure, at iN DEMAND.



About iN DEMAND

New York City-based iN DEMAND creates and delivers programming through cable Pay-Per-View, Video-On-Demand, and on digital platforms. The company is a full-service provider to most of the top cable and telco operators in North America

Objectives

To reduce storage costs by storing video content on Amazon EC2. Key requirements: a solution that enables content to be synchronized quickly between the Amazon cloud data repository and iN DEMAND’s New York City data center, with throughput rates in excess of one gigabit per second.

Solution

Attunity CloudBeam, powered by Attunity RepliWeb, enables iN DEMAND to transfer large files rapidly and satisfy the Operations team’s desire for seamless movement of data.

The needs: reduce storage, and transfer and sync content

Due to the cyclical nature of iN DEMAND's workflows, Amazon Web Services' Elastic Cloud Compute (EC2) became an obvious option, due to its cost structure and ability to rapidly scale storage provisioning up and down. With storage located at Amazon's data centers in Reston, Virginia, and business-essential encoding and processing workflows remaining in New York City, iN DEMAND needed a reliable and highly-efficient means to sync on-premises and cloud-based content. The sheer volume, network latency and size of files under management, presented many challenges for iN Demand's Operations team. Slow, unreliable file transfers and content sync processes would eliminate the benefits of cloud-based storage. iN Demand deployed Amazon's 10-gigabit Direct Connect service to connect its on-premises infrastructure with the Virginia site, but the company still needed an efficient means to transfer and sync content between both locations.

iN DEMAND evaluated both commercial and open source solutions for their large-file transfer needs. The performance benchmarks required a minimum of at least one gigabit of data throughput per second, and the ability to manage file sizes in the 100 gigabyte range. The incumbent media transfer acceleration vendors presented marginal performance results and carried high Total Cost of Ownership.

Entry-level per-server licensing costs were very high and costs increased based on throughput speeds and the amount of data being transferred. Additionally the installation, setup and configuration of these solutions was a lengthy process. Given iN DEMAND's current needs, and expected growth, using a vendor that charges for transfer throughput was not a feasible option for them. Open source options were also quickly disqualified as they delivered inconsistent performance results, required greater IT resources to manage, and were not supported products.

Choosing Attunity CloudBeam and Amazon AWS

After disqualifying both the media transport vendors and open source solutions, iN Demand extended its search to other data transfer solution providers and quickly focused on Attunity. Attunity is an Amazon Web Services Technology Partner and a well-established data transfer and deployment automation vendor with an installed-base of over two thousand enterprise customers. iN Demand deployed the Attunity CloudBeam, powered by Attunity RepliWeb, software at both its NYC data centers and within its Amazon EC2 infrastructure. Initial performance testing delivered reliable throughput speeds in excess of two gigabits per second, and the software was easy to install and manage across both on-premises and cloud-based environments.

Fast, reliable way to move data to the cloud with Attunity

Attunity has been a win-win for both iN DEMAND's Operations and Infrastructure teams. The Operations team is very pleased with the reliability and speed of their transfer initiatives. "Without Attunity, our Operations team may have refused our plans to leverage cloud-based solutions," said Raposa. "Instead, we'd have been faced with a large, half-a-million-dollar infrastructure investment in our New York City data center."

Attunity has exceeded iN DEMAND's expectations and helped the Infrastructure team implement their cloud-enabled solution in time for critical impending projects. "Attunity allowed us to deploy our cloud-based solution in less than two weeks, compared to the six months it would have taken to build the necessary in-house infrastructure. We love that Attunity is a highly-responsive partner who continues to exceed our expectations," said Raposa. "In all honesty, it was a no-brainer decision to go with Attunity."

Benefits

- Efficient, reliable data loading between on-premises databases and Amazon EC2
- High-performance - easy, fast integration with throughput speeds in excess of two gigabits per second
- Cost savings - avoided half-a-million-dollar infrastructure investment in its New York City data center
- Easy to setup and use - met project deadlines on time and on budget
- Faster time to value - deployed in less than two weeks, compared to the six months it would have taken to build the necessary in-house infrastructure

"Attunity was so easy to set up and use - set it and forget it. As the head of IT, I can tell you that Attunity solutions are how you want everything to be."

Michael Raposa, Vice President, Infrastructure, iN DEMAND