Media Cloud & Edge Compute, Media Storage & Archive
Fully managed, global media cloud & edge infrastructure

Challenges with Enabling Cloud Infrastructure for Media Workflows

Broadcasters face numerous challenges with enabling cloud infrastructure for their media workloads.

- Media-centricity – Most cloud environments are designed to be as generic as possible and are designed to fit a wider number of industries and use cases, which presents problems due to the unique use case of media workloads.

- Media workflows are usually needed for a specific task or duration, which results in unnecessary complex scripting or intense manual processes to create or destroy services.

Alternatives Available in the Market

	Potential Advantages	Limitations
Public Cloud	• Eliminates up-front costs • Reduces time to market	• Unpredictable costs • Difficult to get live video streams to public cloud • Not inherently designed for media workflows - especially noticeable with broadcast and live video workflows

While public cloud promises an exciting future for broadcasters, the challenges of an extensive shift to public cloud can prove to be technically overwhelming and comes with limitations as above. **A private cloud alternative, inherently designed for the demanding nature of live media workflows and supported by its own global video network for easy ingest of broadcast video feeds, can enable savings and faster time-to-market on launching new products and services.**

## The Solution: A Private Cloud optimized for media workflows.

This is where engaging with an expert media transformation partner like Tata Communications can help. Our globally available media cloud & edge footprint enables broadcasters to gain the freedom to create cloud-first services in new markets. We ensure that you get value by partnering with us, since all these services are owned, provided, and managed entirely by Tata Communications under a single SLA with end-to-end monitoring.

Our smart, secure approach is enabled by our global media cloud & edge infrastructure footprint and video-optimized fibre network that allows end-to-end connectivity.

How We Do It

Tata Communications' **Media Cloud & Edge Infrastructure** solution helps broadcasters achieve this through its end-to-end managed service layers. We fully own and manage **our cloud & edge infrastructure** with our global 100GB Video Connect (VC) backbone allowing for easy ingest of broadcast feeds and video signals, direct to our Media Cloud so that it can interact with any application hosted on our cloud platform. We have a global footprint of Media Cloud & Edge sites that is designed to meet the need for broadcasters who need a comprehensive solution for launching new media services within a purpose-built cloud environment.

Optimized Media Cloud & Edge Locations
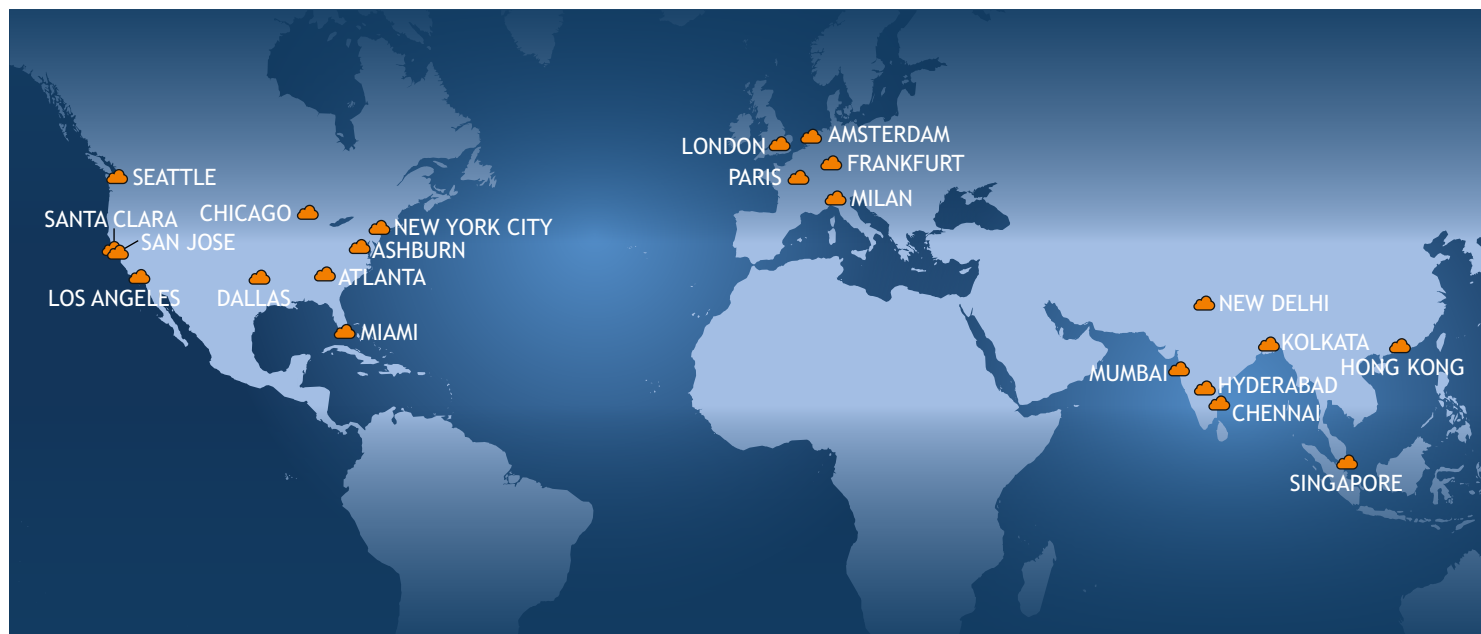
The Tata Communications Advantage

Our fully managed cloud & edge footprint allows broadcasters to deploy new secure, scalable services utilising our unique global network infrastructure. We enable our customers to build services not VMs, allowing our customers to deploy specific services for permanent or Occasional Usage (OU) events. Additionally, as we've optimised our cloud & edge infrastructure for media workloads, we can provide right-size deployments without over-contending resources. Below are some specific advantages we offer:

- **Single Control Layer:** Single control and orchestration layer (via UI or API) for orchestrating new services
- **Service Catalogue:** Easily deploy media applications from a service catalogue
- **Blueprints for Services and Workflows:** Easily deploy media applications as a fully 'blueprinted' workflow
- **Flexible and Predictable Commercial Model:** Commercial models built to suit your business
- **Object Storage Architecture:** Designed for private and hybrid cloud media-centric applications with no ingest, egress or retrieval feeds
- **Reporting:** Rich reporting capabilities with show back and usage data
- **Life-Cycle Management:** Full life-cycle management with alerts or expiration rules

Customers Who Have Benefitted from Our Solutions

Future-proof your cloud compute and storage strategy by switching to our end-to-end, managed and hybrid ecosystem! Talk to one of our experts today at **MES@tatacommunications.com**