

The Verivue **OneVantage**[™] Content Delivery Solution

One Network. Many Services.
Endless Opportunity.



Verivue's OneVantage Content Delivery Solution is a complete CDN infrastructure solution for network operators. It offers the industry's most extensible design to satisfy a diverse set of CDN applications.



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The steady increase in rich media traffic has helped shine the spotlight on content distribution and delivery. The overall perceived quality of the operator's service is directly linked to the customer's Quality of Experience (QoE) while streaming HD video or navigating through social network profiles.

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This represents a fundamental shift in content delivery responsibility. While the task of delivering content has been left largely to the global Content Delivery Network (CDN) providers in the past, network operators today both realize and accept that they must provide the content delivery infrastructure necessary for their long-term competitiveness.

Verivue believes it is imperative for operators to choose a CDN solution that is both flexible and extensible.

A network operator may first set out to solve the problem of network overload resulting from the popularity of over-the-top (OTT) streaming video services. This same operator may later decide to offer a multi-screen video service of his own, transmitting both live programming and video-on-demand (VoD) titles across a host of digital displays, from broadband connected televisions to tablets. The operator may soon discover an opportunity to leverage that very same infrastructure to deliver content on behalf of third party content owners. This will require the initial "single-tenant" video CDN to expand with the requisite "multi-tenant" features, such as advanced analytics and management interfaces.

The applications for CDN technology will undoubtedly continue to expand even further. With mobile access to the Internet now exceeding desktop computer-based access, operators will likely seek to apply the benefits of this technology to their mobile data networks. And with cloud computing becoming a strategic imperative with many operators, it's only a matter of time before CDNs are integrated into the front end of cloud computing offers.

Verivue's OneVantage Content Delivery Solution places particular emphasis on these important characteristics. Its design is based on the guiding principles of web scale and cloud computing, resulting in unbounded scalability and resiliency. Regardless of the service requirement, operators can be assured that the Verivue OneVantage Content Delivery Solution covers all the bases.

Verivue believes it is critically important for network operators to consider the content delivery problem holistically rather than as a series of siloed solutions, each of which may address only a single problem.

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