Is your Cloud brewing up a storm?

Today's broadcast industry is unrecognisable from the linear TV models of the last decade. It is changing fast, adapting to pressures from VOD and streaming.

The focus is on agility of solutions – speed to market, greater flexibility, adaptability to new emerging standards and an ability to manage costs by efficiently throughout broadcast organisations.

Cloud-based broadcast operations offer terrific technical and commercial opportunities. But risks exist as well. Today, there exists great variation in the quality, efficiency and integrity of different vendors' Cloud solutions.

The key to a successful cloud deployment is selecting the best partner to help your organisation make the move into the Cloud. Below are five key areas which define the Cloud and should be used to evaluate any Cloud solution.

Checklist

Global Access

The best Cloud-based playout software applications are accessed and operated through web interfaces with no hardware requirements.

True Clouds harness raw CPU power and are not tied to proprietary hardware including GPU cards.

Computing Resource Pulling

The Cloud is a fantastic resource provider capable of pooling standard CPU computing resources, sharing physical and virtual resources, driving operating costs down and creating economies of scale.

A **true Cloud** solution optimises resources to deliver efficiency.

Elasticity

A **true Cloud** solution can scale rapidly in response to demand, empowering the launch of new channels or closing existing ones according to changing business models.

Cloud elasticity is the answer to demand for speed to market and minimisation of investment risk.

Redundancy

Computing resources managed as part of a Cloud architecture automatically back up all resources.

The **true Cloud** solutions let users relax knowing that media and all other assets are automatically backed up and do not require additional investment, resources and manpower.

IP

Any **true Cloud** based playout solution uses Internet Protocol (IP) to output video feeds instead of traditional broadcast ASI/SDI.

If required IP outputs can be converted to ASI/SDI to make new systems with legacy systems but IP is a default output.

VESET offers a true cloud based solution designed to fully leverage cloud based resources.

Visit our site at www.veset.tv to learn more about True cloud playout. Contact us at info@veset.tv or call +44 208 123 4916

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Scratching the Surface of the Cloud-based Playouts

Many of today's hardware-based playout systems try to mimic the Cloud: some partially achieve the benefits offered by geniune Cloud-based solutions.

It is important understand the risks presented by these partial solutions and their long-term impact. Below two examples of solutions mascarading as the cloud solutions while the are not. Here is why.

True Cloud Checklist	Case 1: Remote Access Traditional proprietary hardware accessed remotely via the Internet	Case 2: Edge Playout An asset library is stored in the Cloud and playout server is installed in the headend
Global Access	A web-based interface to traditional hardware systems. **Remote access to hardware a cloud solution is not a true cloud solution.**	A web-based interface available to access library and playout servers based on hardware in the head-end / private datecentre.
Computing Resource Pulling	Unlike generic computing resources, proprietary hardware cannot be used for purposes other than those for which it was intended. Standing idle in a data centre, hardware does nothing but generates costs.	Whilst the asset library benefits from Cloud storage, once installed, playout hardware in the headend is essentially lost and can not be easily used for any other purposes. Additional costs are generated to monitor and maintain edge servers in multiple headends.
Elasticity	When launching a new channel, new hardware has to be deployed and if subsequently the channel is closed then the cost of the hardware must be absorbed. This increases costs, making it difficult to scale.	New channel deployment creates long lead times for hardware shipment and commissioning in headends or private clouds. Once committed, there is no option to downscale hardware and investment must be written off.
Redundancy	Redundancy is not automatic. To offer redundancy similar to a true Cloud-based software platform, significant additional investment in systems and maintenance is necessary.	While Cloud storage is backed up and redundant, additional hardware must be supported at the remote location. If playout hardware fails, no immediate replacement is available, whereas true cloud based solutions allows users to fire up new virtual servers immediatly.