

FOQUS▶Delivery

Cloud-Based OTT Video Active Monitoring Service

Infrastructure-Free Visibility into your Video Assets' Availability and Playback Quality

MARKET CHALLENGE

OTT Video Quality is critical to maintaining audience engagement with your video content; unfortunately measuring video quality over the unmanaged Internet, CDNs, and Access networks holds real challenges; lack of physical network access, scalability requirements, knowing what/how to measure, and limited capital resources are all barriers in assuring that your streaming viewers are seeing your content as you intended.

Maybe you are starting an OTT video service, and you only need to monitor a few streams initially – but as you grow, you need your solution to grow with you. Or maybe you have a large streaming event coming up soon, and want to be sure that your delivery infrastructure is ready. Or you operate a video network, but your viewers want to be able to see your content when they are not directly connected to it. Or maybe you simply want to know how your CDNs are performing in real time.

If you don't own and operate the streaming network, where do you physically deploy the measurement elements, and how many are needed? What geographic locations do you need to measure from today – or next week?

Traditional appliance-based, physically deployed solutions require high initial capital investment, and have limited capacity and scalability. Today's OTT video provider needs a non-traditional quality monitoring solution with minimal up-front investment; no physical asset installation and management; dramatic, instantaneously dynamic geographic flexibility and scalability; and pay-as-you-go, subscription-based business model.

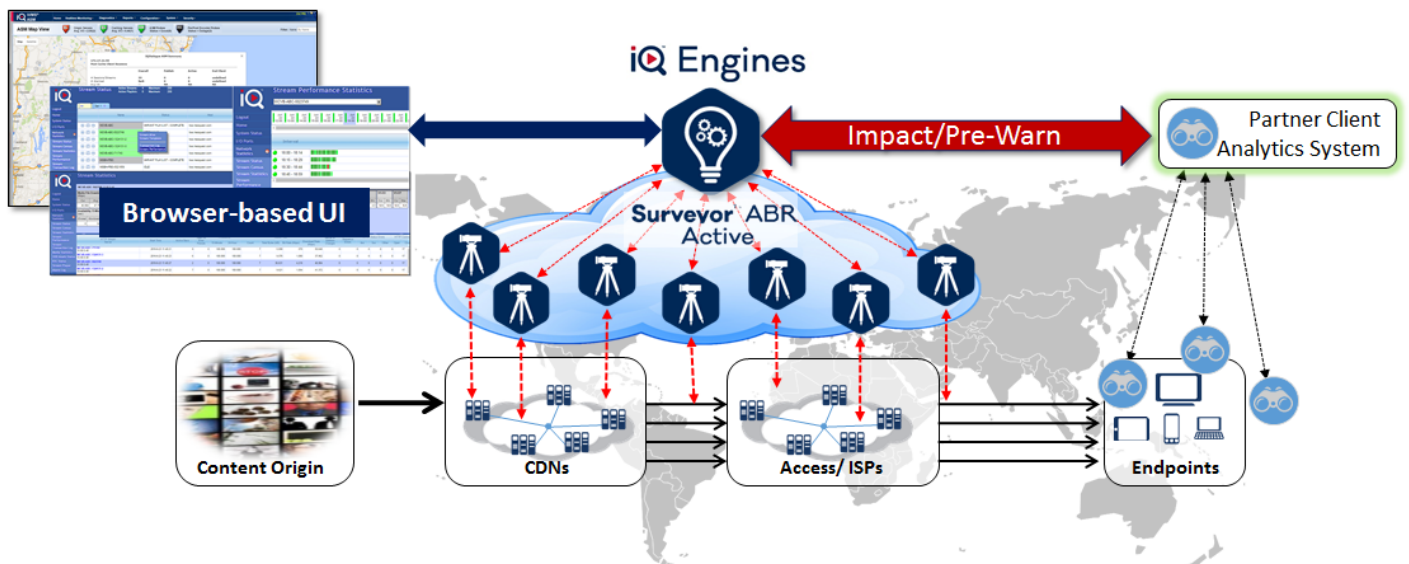
THE IQ SOLUTION

IneoQuest's **FoQus>Delivery** solution is designed to meet the needs of OTT video service providers delivering Adaptive Bitrate (ABR) video streams to multiscreen devices around the globe. The system leverages cloud-deployed synthetic test agents which use active video stream testing techniques to verify that your video content is available, and can be played consistently with the quality level you and your viewers expect.

The service is built on IneoQuest-managed virtual instances of our patented **Surveyor™ ABR Active** acquisition elements and **iQ Engine** collection and processing elements.

Surveyor's synthetic testing agents can be deployed in any of over a dozen (and growing) points-of-presence (POPs), acting as your most critical viewers by measuring your video from where your audiences are. These active test agents allow you to test every bitrate variant of every video asset in your asset portfolio, whether Video on Demand (VoD) or Live. And you can set the amount of attention given to each stream asset based on how often and how long the agent tests it, allowing you to align your test cost to your asset values– a truly customizable solution.

These synthetic agents report their test statistics to the cloud-hosted iQ Engines, which collect the metrics from across your service platform, process the data into reports and alarms, and provide a browser-based, remotely-accessible view into the performance of your video services.



IneoQuest's leadership in 100% software-based virtualized video assurance solutions enables FoQus>Delivery to be the most flexible and scalable video intelligence solutions in the industry. Being cloud-based, the FoQus>Delivery service supports the ability to rapidly add or remove synthetic agents as needed, in response to viewer demand spikes, or as your viewership footprint expands. FoQus>Delivery can also be used to expand existing appliance-based service assurance infrastructures. This degree of flexibility is a hallmark of a cloud-based virtualized service, and is only possible if the solution elements are 100% software-architected.

FEATURES AND BENEFITS

▶ **Subscription-based Business Model**

The relatively low startup cost of a subscription-based service allows you to implement a video service assurance system on a pay-as-you-go basis. As a result, a “hope for the best” video streaming strategy is harder to justify as a rational approach.

▶ **Physical Access Independence**

With a cloud-based solution, there is no need to worry about where to deploy your test elements, where to get power, or how to cool it. And there are no installation costs.

▶ **No Infrastructure to Manage**

The FoQus>Delivery service subscription fee includes all cloud-based infrastructure costs. You identify the streams you want to test, and where to test them, and IneoQuest provides the monitoring system infrastructure.

▶ **No Maintenance Fees**

Your FoQus>Delivery subscription includes maintenance and software upgrade of the cloud-based solution elements.

▶ **Multi-location Deployment and Correlation**

By testing the same stream at different locations in the physical and logical video pipeline, trouble diagnosis and root cause identification can be accelerated. FoQus>Delivery supports an ability to re-target and/or add test agents onto troubled streams as needed.

▶ **Customized Testing per Asset**

Different streams require different levels of testing. High-value, live content may warrant 100% monitoring of all bitrate variants (asset variants). Lower-value streams may warrant a “sampled” approach, where a single synthetic test agent can be cycled through different bitrate variants, or even multiple assets. VoD content may simply need to be checked periodically for availability. FoQus>Delivery allows you to use the agents justified by your content's value.

▶ **Scalability**

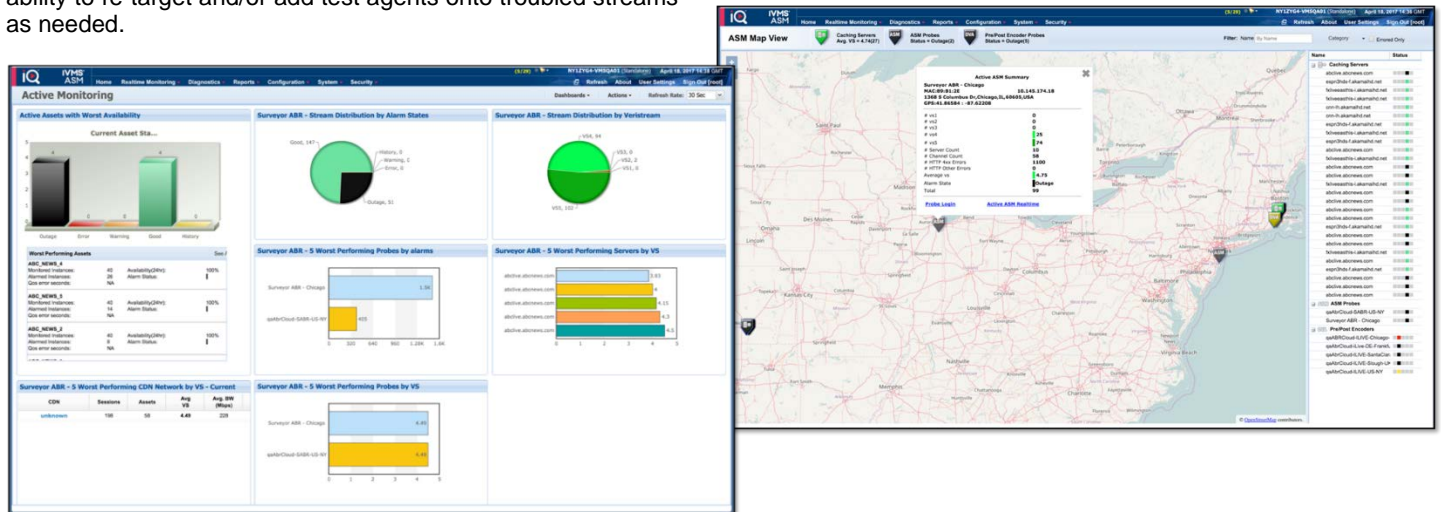
A Single, Comprehensive View of your Video Operations
The power of a network increases with its connections. By distributing acquisition elements across your delivery pipeline and geographic footprint, you gain faster issue detection, reduced diagnostic time, and greater confidence in your operational quality. Visualizing all of this data from an asset or location perspective, all through a single pane of glass, lets you harness that power in real time— and easily collaborate with team members with access to the same network-wide video intelligence.

▶ **Industry-Leading Technology**

FoQus>Delivery leverages the patented VeriStream metric for network Quality of Service (QoS), providing a very simple to understand 1-5 score for your video quality, so you'll spend less time finding insights, and more time optimizing your video operation.

▶ **Extensible to 3rd Party Client Analytics Platforms**

The FoQus>Delivery services' iQ Engines can exchange data with 3rd party client analytics systems to support issue impact analysts and pre-warning/root cause analysis. The combination of active synthetic testing and real-user endpoint QoE monitoring provides a robust video quality intelligence solution.



The FoQus Delivery service is built on the IneoQuest® FoQus™ Platform, the industry's premier portfolio of complementary video quality intelligence solutions. The platform is built on multiple data acquisition elements which collect real-time metrics from critical points in the video distribution chain— from content preparation, through network delivery, to playback. This data is then aggregated, correlated and processed by IneoQuest's powerful iQ Engines™, to provide an immediate and accurate view into the performance and quality of your video content and services.



Actionable Video Quality Intelligence

If you provide video to viewers – or provide critical video delivery services and infrastructure – the IneoQuest FoQus Platform has solutions that give you unparalleled visibility into the health of your video business.

