Vantage Cloud Port
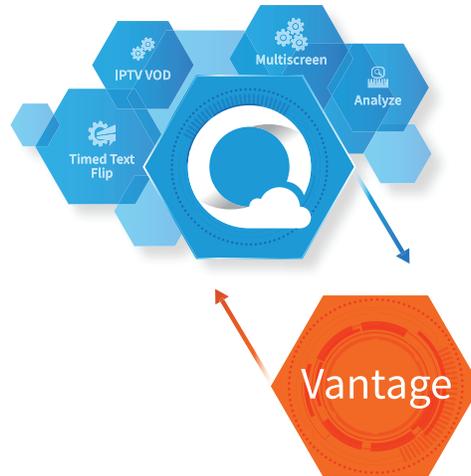
Power of Vantage. Simplicity of SaaS.

With Vantage Cloud Port, users can seamlessly execute Vantage workflow actions in the Cloud – paying only for cloud processing without the need for additional licenses, infrastructure, orchestration, or applications
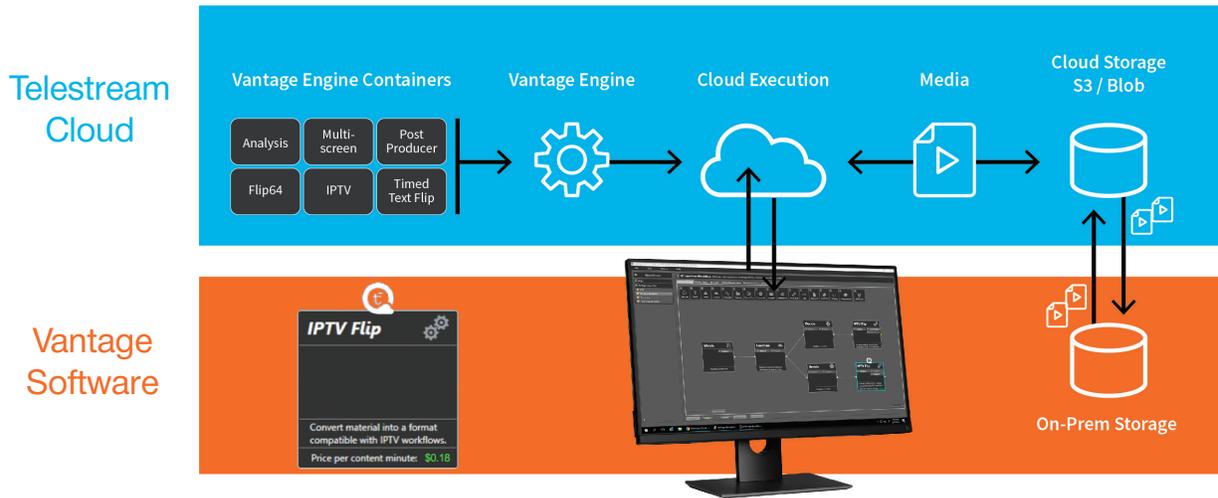
Introduction

It's no secret that some media companies are rapidly adopting cloud solution for media processing. The cost-effective agility of hyper-scale cloud allows technology dollars to go further and be more tightly correlated to revenue. A growing number of options exist for processing media in the cloud, but none of them provide the world-class breadth of application-specific transcoding and workflow orchestration found in Vantage.

Enter Vantage Cloud Port., an industry first approach that couples the mature, feature-rich Vantage platform with the best-in-breed processing management of Telestream Cloud.

Vantage Cloud Port outcomes at a glance

- Vantage workflows can automatically "follow the media," using cloud processes when and where it make sense.
- Vantage Cloud Port supports hybrid deployments of appliance, virtualized and cloud, using proven best-of-breed Vantage technology.
- As media files are orchestrated, Vantage Cloud Port automatically provides intelligent and efficient management of cloud storage, avoiding egress fees and providing operational efficiencies that are easily monitored.
- Workflows can be made to burst in peak demand situations – you're ready for worst case workload without constant over provisioning. Consumption based pricing protects your bottom line.
- Best of breed partner integrations that have made Vantage the industry standard are now available in a flexible hybrid cloud offering.

Telestream Cloud

Vantage Engine Containers | Vantage Engine | Cloud Execution | Media | Cloud Storage S3 / Blob

Analysis | Multi-screen | Post Producer

Flip64 | IPTV | Timed Text Flip

Vantage Software

IPTV Flip

Convert material into a format compatible with IPTV workflows.

Price per content minute: $0.18

On-Prem Storage

SaaS, IaaS, Hybrid – you can have it your way

Telestream has deep cloud and hybrid experience, with SaaS solutions on its Telestream Cloud site, and powerful Vantage offerings on-premise and in the cloud via Elastic domain. But now with Cloud Port, Vantage customers can very easily create powerful and flexible workflows with the ease of a few clicks, using all the tools they're familiar with and that extend flexibly to the cloud. Using proven Telestream Cloud technology that extends Vantage with your choice of cloud infrastructure (including AWS, Azure and Google) you can:

- Build upon Vantage resources you already have
- Add cloud processing to any workflow, instantly
- Modify cloud-enabled workflows at anytime, using the tools you already know
- Scale Vantage throughput rapidly
- Pay for extra capacity only when you need it

Cloud Port Workflows can include Vantage services that are unavailable or unlicensed in the local domain

Vantage users can ease into the cloud – a hybrid approach is a natural next step for existing systems.

- Because it's Vantage, you own & control your workflows.
- Workflow Designer resides on infrastructure, but some or all media processing can be in the cloud.
- Workflows deploy into the cloud using container-ized micro services with transcoding engines identical to on-prem services. Telestream Cloud orchestrates services and ensures visibility.
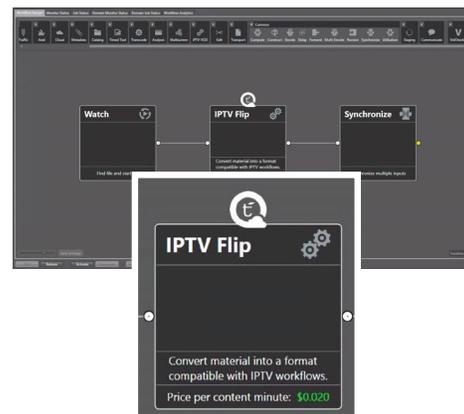
Vantage Cloud Port – how it works

In addition to the flexible licensing options already available for the Vantage Media Processing Platform, Vantage Cloud Port enables consumption-based operation (and pricing) for Vantage actions executed in the cloud. More specifically, Vantage Cloud Port defines a set of media processing actions which can be run in a consumption-based, SaaS mode. These Vantage Cloud Port actions tackle the heavy-duty media processing while Vantage software handles workflow design and orchestration.

There are two major aspects to Vantage Cloud Port:

1. Vantage workflow design and orchestration
2. Cloud-enabled actions

Workflows are built with the Vantage Workflow Designer and run by the Vantage orchestration engine. Vantage users own their workflows and determine where the orchestration engine runs and who has access. Adding Vantage Cloud Port does not change this operating model.

IPTV Flip

Convert material into a format compatible with IPTV workflows.

Price per content minute: $0.020

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Vantage Cloud Port enables actions placed in a cloud-mode to run within Vantage workflows–providing the exact same outputs, using identical version-match engines, as infrastructure-based Vantage actions but with a cloud-based operating (and pricing) model.

Whenever a Vantage action is cloud-enabled via Vantage Cloud Port, a Telestream Cloud icon is added to the action within the Vantage workflow (see example diagram), and operators are presented with a cost to run a Vantage Cloud Port action at the time of configuration.

And while a Telestream Cloud account is required to be able to leverage Vantage Cloud Port, all of the workflow design and orchestration happens within the Vantage Media Processing Platform. Vantage Cloud Port users reference their Telestream Cloud console for information about billing totals for their cloud-enabled actions and to generate spending reports based on job names, workflow names, or file names for any time period. These reports can be used for tracking client-specific or departmental costs within your organization.

Actions that can be cloud-enabled with Vantage Cloud Port include:

- IPTV Flip
- Multiscreen Flip
- Flip64
- Post Producer
- Timed Text Flip
- Analysis

Vantage Cloud Port is Location and Resource-aware

Workflows with cloud-enabled actions (via Vantage Cloud Port) can have a characteristic where "workflows follow the media." This is accomplished by designing workflows with Decide actions and the new Location and Utilizations action to conditionaly route files. If media lives in the cloud, Vantage Cloud Port actions can process it there. When necessary, Vantage Cloud Port actions can automatically move media to the cloud, which is most efficient when media is headed for cloud storage anyway. Workflows can be set up to make decisions on whether to process "on-prem" or in the cloud based on any . Being "storage-aware" means Vantage workflows with Vantage Cloud Port actions are seamless across storage locations. Furthermore, Vantage Cloud Port actions can be switched from local to SaaS mode to expand capacity and to respond to resource demands.

With Vantage Cloud Port, operators can manually configure existing actions for SaaS mode or dynamically scale out the necessary processing resources as close to the content as possible. For example, Vantage Cloud Port actions can burst to SaaS mode automatically when system load reaches a predetermined threshold. Workflows would be manually configured to do this using a new utilization action to produce variables, and decide actions to act upon the variables.

Business Benefits of Vantage Cloud Port

Good business sense involves always looking forward for improvements that boost revenue and reduce costs – with the least impact on existing business. Vantage Cloud Port delivers these benefits by allowing you to:

- **Leverage existing Vantage workflow efforts**

    Many hours are spent programming Vantage workflows to solve problems–with Cloud Port you don't need to recreate them

- **No on-boarding expense or redesign**

    Workflows are executed right from Vantage, they aren't sent anywhere

- **100% OPEX predictable SaaS pricing**

    Vantage Cloud Port is billed based on output content minutes

    It has a simple, deterministic pricing approach

- **Instant pricing feedback**

    Optional display of per-minute processing price in Vantage

- **Access to unlicensed Vantage features**

    Any cloud-capable actions and features can be used

- **Single vendor, multi-cloud**

    SaaS model means one bill to pay for execution, compute, and management

    Telestream Cloud deploys compute in whichever cloud provider hosts the media

- **Detailed cost reporting for assigning costs**

    Cloud console can generate usage reports based on workload for any time period

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Operational Benefits of Vantage Cloud Port

- **Single management platform**

  Vantage is now a unified tool for managing on-prem and cloud processing

  Get a consolidated status view, history–and reporting

- **Familiar Vantage logic for cloud usage control**

  New "Location" and "Utilization" actions provide variables allowing decide actions to determine processing location according to individual needs

- **Integrated, efficient, media transfer**

  Secure, encrypted, multi-thread HTTP download and upload when media transfer is necessary

- **Central usage of multiple Clouds**

  Vantage Cloud port can interact natively with buckets in many regions across AWS, Google, and Azure

  Egress charges are avoided by processing media in-region and only downloading when so configured

- **Rich supplementary interface for cloud status, analytics, and reporting**

  Telestream Cloud UI provides additional status view for cloud jobs

  Simple analytics tool can report by workflow, action, and time period

As a Vantage Customer, you'll want it because...

Vantage Cloud Port couples the power of Vantage with the simplicity of SaaS. New advanced workflows can leverage cloud processing without any onboarding. To take advantage of Cloud Port, you simply install Vantage 8.0 and you can begin to augment your on-premise processing.

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