The road to full IP - An IT perspective

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IP SHOWCASE™

Audio Engineering Society · AIMS Alliance for IP Media Solutions · AMWA Networked Media. Working. · EBU · SMPTE · VSF Video Services Forum

ALVALINKS - INTRO

- AI system to abstract, manage, automate and assure live video delivery over internet and cloud
- Broadcast and Networking experts
- VSF member and RIST contributors

DIGITAL TRANSFORMATION

Make **business relevant** in a digital era,

while **growing opportunities** and profits,

as well as **scaling efficiently** in the process.

ADAPT DISRUPTIVE TECHNOLOGIES

- What would my digital customer do?
- New understanding that consumer habits and expectations are outpacing organizational infrastructures
- Update legacy technologies and methodologies to better reflect how the real world is evolving

"This really is an innovative approach, but I'm afraid we can't consider it. It's never been done before."

From 3 hours to 20 mins

The story of CEMEX

SD-WAN – UNLEASH THE POWER

- *Path Control* and *Path Selection*
- *Zero-touch provisioning*
- *Intuitive administration workflows*
- *integrate routing with value-adding services* (security, cloud,…)

"What we really need in IT is someone who has super powers."

Public Cloud – it's magic

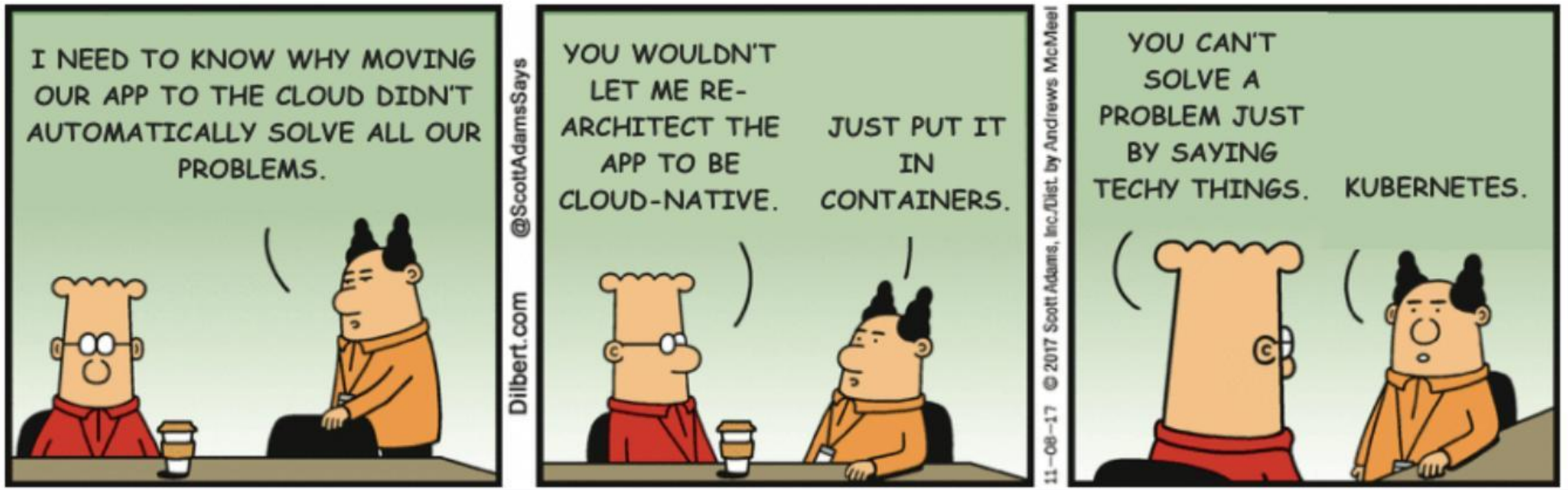
- *Ultimate scalability*
- *Cost effective*
- *Reliability*
- *Flexibility*
- *Universally accessible*

A FULL ECOSYSTEM

IP SHOWCASE

Cisco Meraki
Cisco Viptela
Silver Peak
VERSA NETWORKS
riverbed
nuagenetworks
velocloud
aryaka
Barracuda
JUNIPER NETWORKS
CATO Look Smart. Buy Smart.
bigleaf networks
TALARI Networks the Trusted SD-WAN Leader
ECESSA
CLOUDGENIX NETWORKS WITHOUT NETWORKING

MAGIC?


I NEED TO KNOW WHY MOVING OUR APP TO THE CLOUD DIDN'T AUTOMATICALLY SOLVE ALL OUR PROBLEMS.
Dilbert.com @ScottAdamsSays
YOU WOULDN'T LET ME RE-ARCHITECT THE APP TO BE CLOUD-NATIVE.
JUST PUT IT IN CONTAINERS.
11-08-17 © 2017 Scott Adams, Inc./Dist. by Andrews McMeel
YOU CAN'T SOLVE A PROBLEM JUST BY SAYING TECHY THINGS.
KUBERNETES.

"En route" to digital transformation: facing multidimensional challenges

Connecting multiple environments

Control & visibility

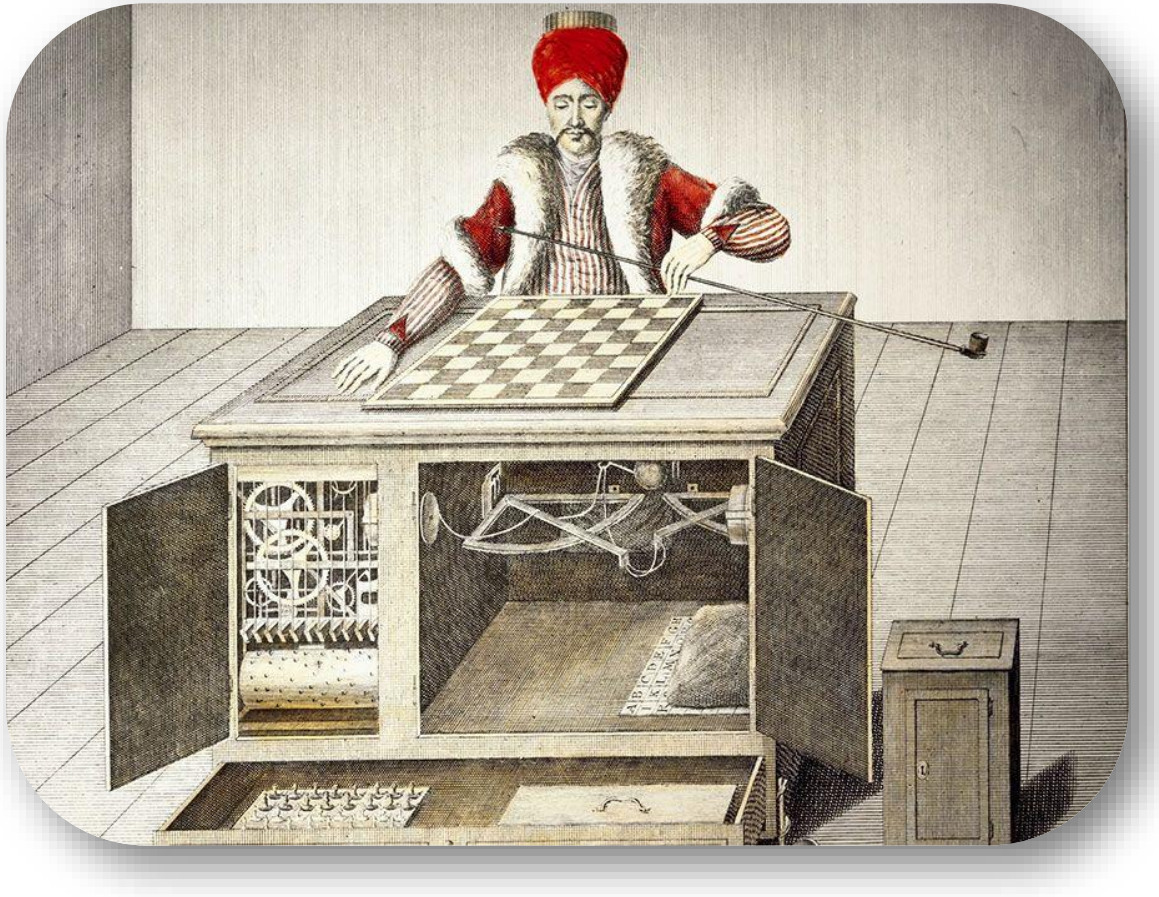
Workloads chained across multiple sites

Security across all apps, devices, and networks

services deployment complexity

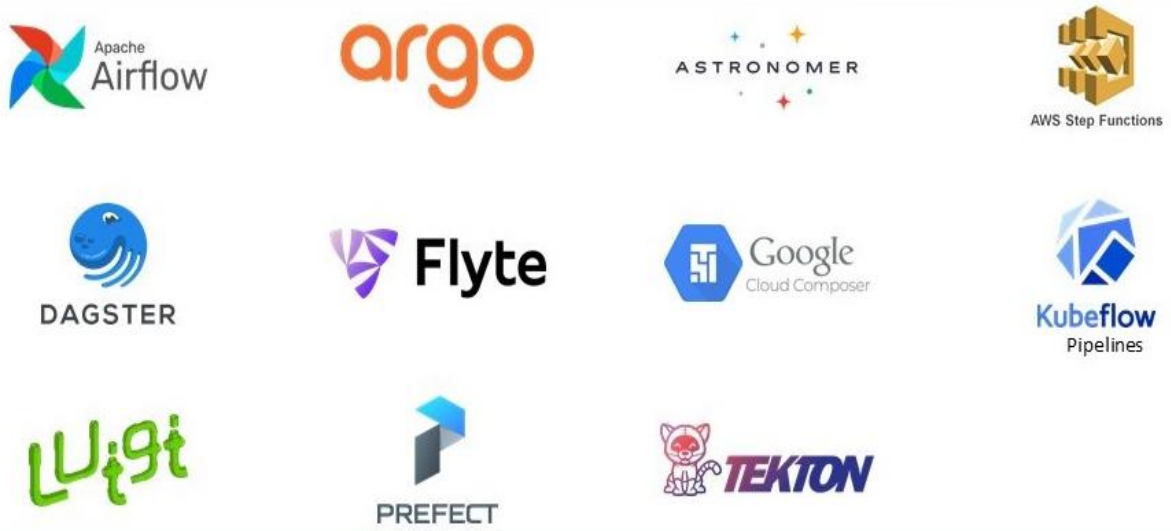
Automation has never been a simple task

- Networking complexities
- Dev-ops and other specialized skills
- Exponential configurations options
- No support
- Unpredictable costs
- challenging control & manageability



The mechanical turk

Ecosystem of orchestration



THE FUTURE IS LIVE VIDEO

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AUDIENCE 20X MORE ENGAGED

WITH LIVE VIDEO CONTENT

5G
+MEC

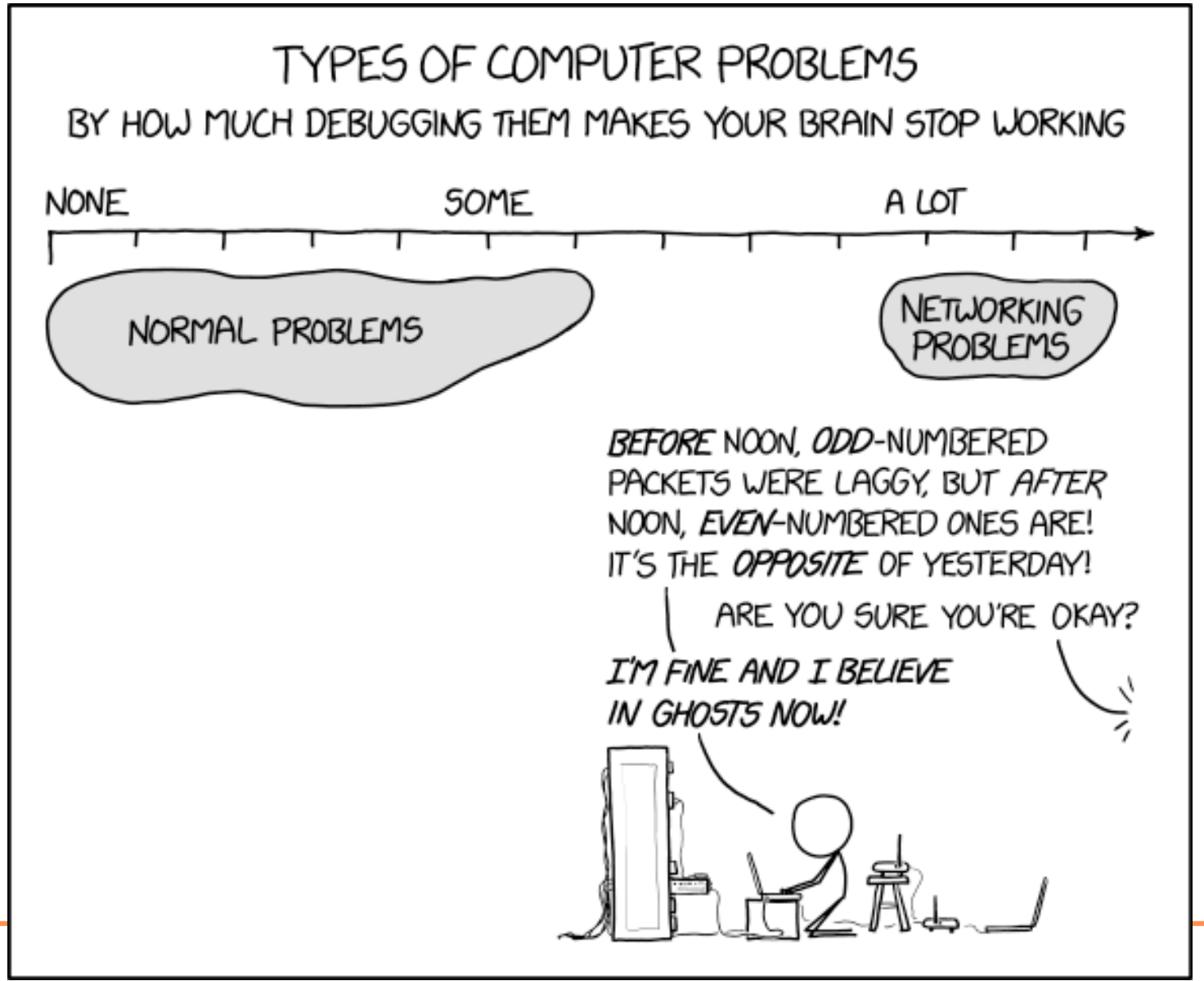
BROADCAST CHALLENGES

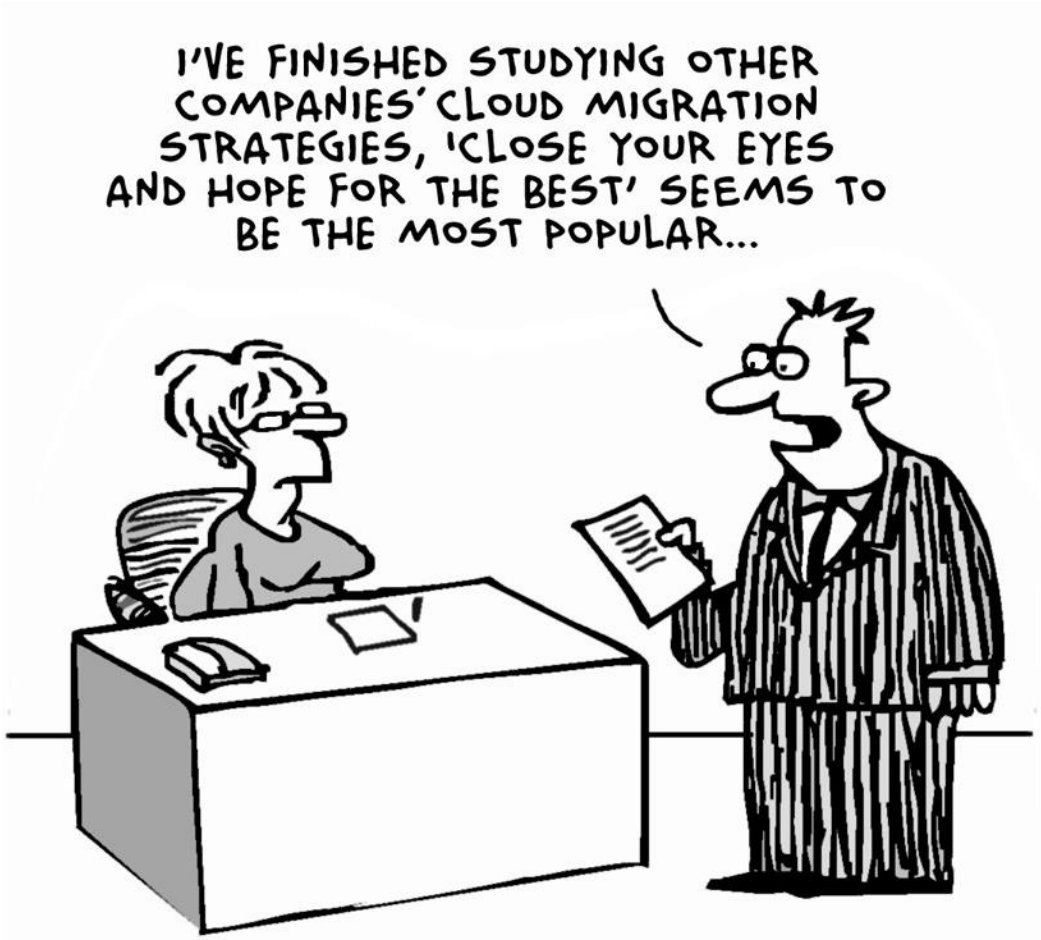
- Security,
- Deployment
- Integration
- Automation & orchestration
- Transport & delivery
- Latency – challenging!
- Live high bitrate – challenging!

"NO ADJUSTMENT OF YOUR TELEVISION IS NECESSARY; WE ARE EXPERIENCING NETWORK DIFFICULTY ..."

Job to be Done

AI system to abstract, manage, automate and assure live video delivery over internet and cloud


TYPES OF COMPUTER PROBLEMS
BY HOW MUCH DEBUGGING THEM MAKES YOUR BRAIN STOP WORKING
NONE
SOME
A LOT
NORMAL PROBLEMS
NETWORKING PROBLEMS
BEFORE NOON, ODD-NUMBERED PACKETS WERE LAGGY, BUT AFTER NOON, EVEN-NUMBERED ONES ARE! IT'S THE OPPOSITE OF YESTERDAY!
ARE YOU SURE YOU'RE OKAY?
I'M FINE AND I BELIEVE IN GHOSTS NOW!


I'VE FINISHED STUDYING OTHER COMPANIES' CLOUD MIGRATION STRATEGIES, 'CLOSE YOUR EYES AND HOPE FOR THE BEST' SEEMS TO BE THE MOST POPULAR...

thank you