

File-Based Transcoding in the Cloud

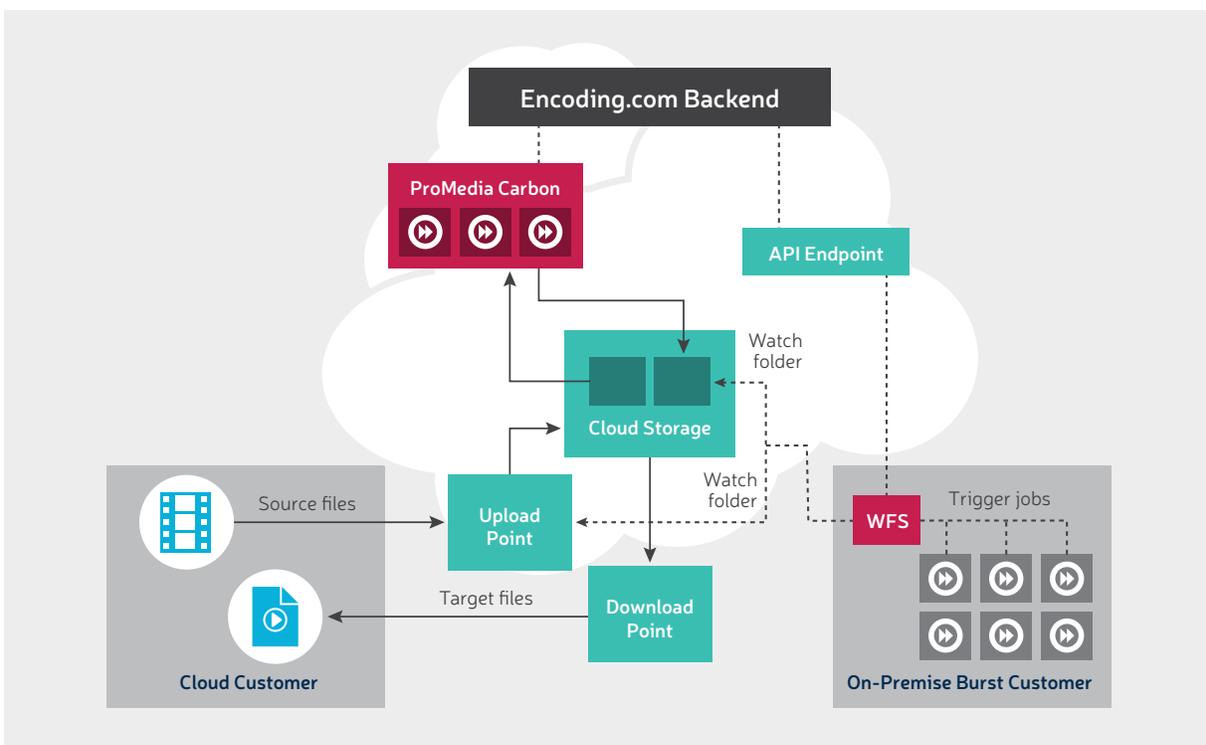
APPLICATION NOTE

Combining Harmonic ProMedia® Carbon and Encoding.com to Power a Broadcast-Quality Cloud Transcoding Solution

Introduction

Processing large video assets is computationally intensive and complex to scale. Quite often utilization is inconsistent with large usage spikes and quick turnaround times. With the scalability and workflow flexibility of cloud computing, moving media services into the cloud is an attractive and cost-effective solution that can be widely adopted in a variety of enterprise environments.

Harmonic and Encoding.com have teamed up to combine the power and scalability of cloud media services with the robust capabilities, broad format support and broadcast quality of Harmonic's ProMedia® Carbon file-based transcoder. The Harmonic-Encoding.com solution is very compelling for users who are operating entirely in the cloud, but also for those desiring a seamless workflow for bursting into a scalable set of compute resources while maintaining exacting requirements for encoding profiles and quality.



HIGHLIGHTS

- Elastic and instant capacity for scale and overflow
- Pay-per-use with real-time scaling
- Easy and seamless implementation for on-premise ProMedia Carbon/WFS users provides a low barrier to entry
- Broadcast-quality VQ and broad format support
- Web application/API integration for workflow automation and flexibility

With or Without On-Premise File-Based Transcoding Systems

The Harmonic-Encoding.com solution can be leveraged by any offline transcoding user — even those without existing on-premise ProMedia Carbon transcoders, or Harmonic's WFS™ file-based workflow engine. Transcoding in the cloud via Encoding.com offers instant scale and a pay-per-use economic model and satisfies user requirements for Harmonic's superior video quality and robust format support.

For organizations using on-premise ProMedia Carbon or WFS systems, the Harmonic-Encoding.com solution is a complementary offering that can expand the user's limited number of on-premise Carbon systems. Bursting to Encoding.com can help organizations with limited on-premise resources to address technology shifts like migration to next-generation codecs such as HEVC, sudden demands for available content, or to quickly deliver content requested by an end customer in an unsupported format. WFS process management is integrated with Encoding.com, allowing customers to seamlessly burst into the Encoding.com cloud any time additional capacity is needed. This capability is a natural evolution of the on-premise WFS system.

Easy Implementation and Integration

By offering organizations an instantly scalable and quick-to-market transcoding resource, users can seamlessly upload Harmonic transcoding preset files, ensuring the output profiles conform to their existing format requirements. In other words, a user's customized Carbon configurations can be uploaded to Encoding.com and used to drive the transcoding service, which guarantees that configurations made in the cloud will accurately match all the on-premise transcoding configurations. Existing ProMedia Carbon users can employ existing presets in the form of a Carbon Preset File (CPF). Moreover, with WFS integration, Encoding.com permits users to upload assets to a local watch folder that redirects to Encoding.com's cloud infrastructure, thereby creating a seamless transcoding workflow comparable to an on-premise solution.

Different than Other Solutions

The solution offered by Harmonic and Encoding.com has significant advantages over other cloud-based transcoding services. It is able to provide burst capabilities from any on-premise systems, it hosts Harmonic's enterprise-grade transcoding technology, and it supports an extensive range of formats.

ProMedia Carbon transcoding is also available through the Amazon Web Services (AWS) Marketplace. Named ProMedia Carbon MP, the AWS offering is drastically different from the Encoding.com solution as it does not automate various processes for the user.

Business Benefits

CAPEX costs can be avoided by eliminating the need to obtain on-premise transcoding systems, and OPEX can be minimized by cutting the time to install systems, as well as by reducing the effort to train and staff operators. The Harmonic-Encoding.com solution is essentially pay-per-use, which provides organizations the means to tightly manage costs based on consumption.

Getting Started

Contact a Harmonic sales representative to set up an Encoding.com test account. Phone: +1.800.828.5521 inside the U.S., +1.408.542.2559 outside the U.S.

Additional Information

www.harmonicinc.com/products/product-detail/promedia-carbon

www.harmonicinc.com/products/product-detail/wfs

www.encoding.com/harmonic