



SUPPORTING THE RISE IN INTERNET-BASED VIDEO

ATEME develops a modular, convergent platform for high-quality video distribution that offers 10 times greater channel density



Business needs

ATEME wanted to provide a converged, scalable, and virtualized video processing solution. The goal was to enable service providers and broadcasters to increase compression efficiency and video quality while decreasing server footprint.

Solutions at a glance

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- [Servers](#)
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Business results

- Address new and existing markets with a scalable, customisable solution
- Up to 10 times channel density without compromising high-quality video
- Responsive support worldwide with global support team
- Improved scalability through a virtualized solution

25%
reduction in
deployment times
for customers



80%
reduction in delivery
time on new orders



Video consumption accounts for 60 percent of the global internet bandwidth, and is expected to reach 90 percent in the coming years, according to service provider predictions. But when bandwidths are already stretched, how will operators extend the capacities of their networks to meet the demands of streaming video and still cater for the exponential rise of IP network traffic?

ATEME is a global leader in advanced video delivery infrastructure. Its video compression solutions allow content providers to deliver high-quality video using less bandwidth.

New strategy needs new relationship

The company needed an OEM partner to help it deliver the hardware platform supporting its software. Thomas Dufermont, marketing manager at ATEME, says, “We were looking for a partner that could work with us to optimise our solutions. We’re present in four continents, so we needed a company with a strong international footprint. The partner also had to be very proactive both in the deployment and maintenance of our solutions.”

An OEM partner, not just a supplier

ATEME engaged with Dell EMC OEM Solutions to test its products and verify their compatibility with ATEME’s TITAN compression software. The tests took place over 12 months, with Intel’s support for the processor part and for the integration of Visual Compute Accelerator (VCA) graphics processing unit (GPU) cards.

Innovative, collaborative OEM solution

ATEME successfully re-engineered its appliance platform with the support of Dell EMC OEM and Intel. Dell EMC OEM engineers collaborated directly with ATEME and Intel to integrate Intel® VCAs with a range of Dell EMC servers, including Dell EMC PowerEdge R330, R430,

R730 and C4130 models. The engineers altered the servers’ BIOS and the cards to fit the machines. By including the Intel VCAs, the servers would be able to process up to two streams of video at a resolution of 4K. Storage for the platform is provided by Dell EMC PowerVault MD1000 arrays.

“Our customer infrastructures offer up to 10 times the density of a standard solution without compromising video quality with Dell EMC OEM Solutions and Intel.”

Thomas Dufermont, Marketing Manager, ATEME

10x greater channel density

The collaboration between ATEME, Dell EMC OEM and Intel has dramatically increased the density of the appliance hardware platform. “Our customer infrastructures offer up to 10 times the density of a standard solution without compromising video quality with Dell EMC OEM and Intel,” says Dufermont.

80% reduction in delivery time

ATEME can meet customer demands more efficiently because Dell EMC OEM delivers its servers in just seven days. The preinstallation of the components makes it possible to reduce the phases of deployment and thus significantly increase customer satisfaction.

Consolidated platform reduces expense

In 12 months of intense collaboration, the technical teams of ATEME, Dell EMC OEM and Intel created a high-performance, high-density solution. “Customer deployments are simpler and faster because there’s less hardware to install with our Dell EMC OEM based appliance,” says Dufermont.

A partnership that inspires confidence

Customers gain an additional level of confidence in ATEME because of the quality of the solutions from Dell EMC OEM and Intel. “Our customers know they’ll get high-performance solutions because we work with market leaders Dell EMC OEM and Intel. In addition, because of our relationship with Dell EMC OEM, we can offer five-year warranties on our platforms, a requirement of many content distributors,” says Dufermont.

25% reduction in maintenance overhead

ATEME has also reduced maintenance costs thanks to the availability of ProSupport engineers around the world. The ProSupport team processes all platform-related tickets, troubleshooting hardware, adding processors or changing devices as necessary. “We have reduced our maintenance overhead by working with ProSupport,” says Dufermont. “These are resources that we can reallocate to other tasks, helping us focus on adding value and maintaining a high rate of innovation.”

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