

# Comviva Cloud Video Platform (CCVP)

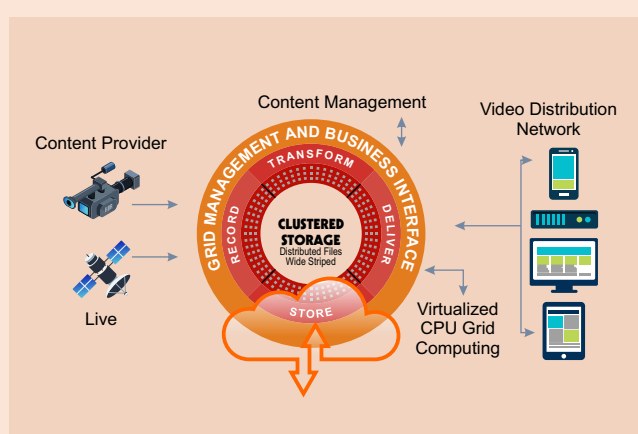

100% software, high-performance, scale-out video storage



The Emmy® award winning\* **Comviva Cloud Platform (CCVP)** solution powers a unified solution for **cloud DVR, on-demand, and time/place-shifted services**, offering better performance, reduced latency, and much lower CAPEX and TCO

Today, viewers prefer to consume video content at their ease. There is a need of technology and expertise that powers live streaming without limits, in the highest quality, at scale. For cable companies, multiple service operators (MSOs), telcos and content providers who need a cost-efficient, reliable solution for massively scalable video storage and recording that exceeds stringent performance requirements, Comviva Cloud Video Platform (CCVP) is the only field proven, large-scale software-based solution that provides resiliency, very high throughput, and virtually hands-off maintenance. This platform is highly optimized to minimize hardware footprint and provide the best possible TCO.

CCVP is trusted by world's leading media brands to respond to the demanding expectations of their viewers. This innovative software-centric, cloud-native technology solution enables high-quality media experiences that are accessible to all across linear, on-demand, and OTT services. Service providers can deliver a full range of next-generation TV services quickly, easily and cost effectively through CCVP. Built on a simplified, componentized, and scalable architecture, it supports multiple services, networks, and devices, offering massive scale-out and high performance.

**40% Fewer Servers using simplified architecture to reduce cost of operation**

Uniquely designed to unify video processing and video storage clusters. Offers streamlined architecture, maintenance, and economics, while delivering superior performance, and replaces expensive speciality appliances and server requirements with heterogeneous Linux COTS servers

**Field-Proven and Reliable Platform**

Tried and tested platform, supporting hundreds of petabytes of video storage and massive concurrent recordings and playouts with unmatched performance.

## KEY FEATURES

### 1 Media workflow framework

- Media Ingest / Recording
- Media delivery (streaming)
- Media transcoding
- Ad insertion
- Packaging
- Encryption
- Content delivery/streaming

### 2 Comprehensive Diagnostics suite

- Enables real time tracking the root of problems
- Service level monitoring enables tracking parameters that directly affect user experience, for example: number of restarts, session allocation time, failed playout sessions
- Strong framework for business analytic

### 3 Rich set of interfaces to the storage

- FTP, HTTP
- Ingest live video streams (MPEG SPTS, ABR/CBR)
- Integrated grid based CDN origin (ABR delivery)

- Supports media streaming to legacy clients (RTSP, LSCP for UDP streaming)
- MPEG SPTS output

### 4 Just in time Transcoding (JITX)

### 5 Shared file system with built in distributed RAID Supports any storage devices (HDD, SSD, flash memory, DRAM)

### 6 Specialized compression (deduplication) functions

- Storage reductions and CAPEX optimization

### 7 Grid Management Suite

- Resource management for server clusters
- Grid management and load balancing
- System topology, system administration and monitoring
- Typically runs on a pair of servers to provide high availability configuration
- Maintains meta data for the clustered storage
- Interfaces to customer back-office systems



# KEY FUNCTIONALITIES

## CATCH-UP TV

Stores channels from hours to years to allow anyone to catch up on what they missed or restart a program in the middle

## CLOUD DVR

Replaces in-home DVR by moving consumer video storage up into the cloud (into CCVP)

- Private-copy (mostly U.S and North America)
- Shared-copy
- Hybrid (mix of private and shared based on per-channel & per-regional rights)



## ORIGIN SERVER

Central storage for VOD assets and delivering or streaming assets upon request

## NON-MEDIA USES

- Legal compliance (broadcast video storage)
- Cloud Gaming recording
- Metaverse – recording the output for Trust & Safety applications
- Central video storage (search engines, broadcasters, video-centric agencies)

# KEY PLATFORM STRENGTHS



## Unprecedented Performance

- Highly scalable throughput for large scale delivery of data
- Modular and high-capacity storage to allow massive library support
- Storage & compute on a single platform leverages full capabilities of resources
- Superior load balancing removes bottlenecks



## Cost Efficiency

- Reduce server requirements
  - Integrated processing
  - Distributed RAID
- Replace expensive specialty appliances with COTS servers
- Eliminates separate server farms for storage, processing, and streaming
- Scale out infrastructure allows pay as you grow economics



## Massive Scalability

- Plug and play expansion
- Single namespace simplicity
- Increases simultaneous streaming capacity with innovative video striping



## Solid Reliability

- Redundancy without duplication requirements
- Hands-off maintenance
- Auto recovery, fast rebuild
- 100% resilience
- No downtime for updates, h/w replacement



## Flexibility

- Reference integrated COTS HW
- Flexible options for storage or throughput density
- Modular Components
- Resilient architecture

# SUCCESS PERSONIFIED



# OUR FOCUS RECOGNIZED

## Awards



## Analysts



## About Comviva

Comviva is the global leader of mobility solutions and a part of the \$21 billion Mahindra Group. With customer centricity, innovation and ethical corporate governance at its core, the company's offerings are broadly divided into three categories-Financial Solutions, Digital Systems and Growth Marketing. Its extensive portfolio of solutions spans digital financial services, customer value management, messaging and broadband solution and digital lifestyle services. The company strives to enable service providers to enhance customer experience, resolve real, on-ground challenges and leverage technology to transform the lives of customers. Comviva's solutions are deployed by over 130 mobile service providers and financial institutions in over 95 countries and enrich the lives of over two billion people to deliver a better future.

For more information, visit us at [www.comviva.com](http://www.comviva.com)