

Who They Are

Flumotion was founded in 2006 and is a leader in online video and audio technology. The multiple award-winning services include an Online Video Platform and Online Radio Platform that maximize content monetization and return on investment. The Software as a Service (SaaS) solution covers the entire value chain and transforms a single video or audio stream into value added content. It adapts live and on demand videos to all devices, allowing companies of any size to reach 100% of their audience.

Services include acquisition, encoding, automated archiving, multi-format transcoding, content delivery, state-of-the art interface design, asset management, and rich media ad monetization. World leading telcos such as NTT, British Telecom, and Telefónica rely on Flumotion's technology and expertise. Flumotion Online Video and Radio Platform clients include Cuatro, Telecinco, Nestlé, L'Oréal, FIBA, and Open Video Alliance.

Flumotion also provides a cloud-based transcoding service, LiveTranscoding.com, that converts a single live stream into multiple output streams in real-time. LiveTranscoding.com allows content providers and event organizers to reach all devices without making major investments in hardware, software, upgrades, and maintenance. The SaaS solution adapts to the needs of each client, as it can be upgraded or downgraded on a monthly basis. An online portal gives clients real-time control over all their live streams, while providing optimized settings for each combination of format, device, and codec.

Challenge

Video is becoming an integral part of digital business strategies, Flumotion's market is expanding, and customer demand is rapidly growing. To meet that demand, Flumotion needed an IaaS (Infrastructure as a Service) provider that could quickly scale to accommodate its dynamic [delivery] demands.

Beyond being dynamic, it was essential for the system to be reliable. For both Flumotion and LiveTranscoding.com, 24/7 service uptime is a critical, non-negotiable aspect of business, as their customers require live and on-demand delivery of video and radio streaming. Investing in creating such a robust infrastructure requires time and a large financial investment, so the company decided to contract a third-party provider.

Keeping prices as low as possible and providing a high quality of service are the company's keys to gaining new customers and maintaining existing ones. Since LiveTranscoding.com is a cloud-based service, the infrastructure provider needed to be cost efficient with month-to-month payment options in order to complement the company's monthly pricing structure for its customers.

Flumotion's highly skilled team needed the freedom to focus on the business's core competencies and outsource infrastructure needs to a competitive, cost-effective IaaS provider that could guarantee reliable network connectivity and on-demand, scalable resources.

"In order to continue to provide a competitive service, it's essential that we keep hosting prices low and flexible, but without sacrificing reliability," said Ioannis Aslanidis, Head of Infrastructure at Flumotion.

Flumotion — At A Glance

Company

Flumotion

Location

Barcelona, Spain

URL

Flumotion.com

Industry

Multimedia

Profile

Flumotion provides an Online Video and Radio Publishing Platform as well as a multi-device live transcoding service.

Challenge

Find an outside service provider who could meet the company's unique demands for reliable and scalable cloud hosting to provide its pay-as-you-go Software as a Service (SaaS) solution.

Solution

Flumotion utilized SoftLayer® Technologies to provide a fast and reliable (24/7 service uptime) live transcoding solution with real-time scalable infrastructure resources.

Contact Us
866.398.7638
214.442.0602
softlayer.com

■ Solution and Results

Flumotion selected SoftLayer after several months of research and based on the recommendations of business peers.

“We decided to go with SoftLayer because they had a good reputation for providing the most reliable services,” said Mr. Aslanidis.

Cloud services were a must for LiveTranscoding.com. The company predominately uses SoftLayer’s Bare Metal Cloud option, which is specifically designed for workloads with high input/output. Due to the CPU-intensive nature of the service, the company requires as many CPU cores as possible. Bare Metal Cloud is highly customizable, provisioned in 5–15 minutes, and the perfect solution for LiveTranscoding.com.

“The cloud market is currently rather limited, because it is hard to find providers that offer many CPU cores in non-physical machines,” said Mr. Aslanidis. “Currently, SoftLayer is the best option we have found to provide us with the caliber of network connectivity we need, and we’re willing to pay a premium for that.”

■ About SoftLayer

Headquartered in Dallas, SoftLayer is the innovation leader in on-demand Web hosting and data center services. As the largest hosting company in the world, SoftLayer lets customers create Cloud, Dedicated, or seamlessly integrated computing environments, leveraging world-class data centers in Amsterdam, Dallas, Houston, San Jose, Seattle, Singapore, Washington D.C., and network Points of Presence worldwide. SoftLayer automates all elements of its platform, empowering enterprises of any size with complete control, security, scalability, and ease-of-management via a leading Customer Portal and Open API. The company’s proprietary offerings include the industry’s first Network-Within-a-Network topology for true out-of-band access, providing remote access to all management options.