



swisscom

SOLUTION AT A GLANCE

As a leading European hospitality systems provider, Swisscom had two key objectives for its IPTV Hotel VoD system. The first was to achieve reliable, scalable and secure content delivery to thousands of locations using an efficient workflow. Secondly, Swisscom wanted to use a single system for both the aggregation of content from providers, and also the delivery of content to its final customers. To meet these goals, Swisscom Hospitality Services deployed the ProCast CDN platform to optimize content distribution from the content providers, to the staging hub and to the hotel clients.

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Swisscom Hospitality Services Delivers IPTV Video-on-Demand with ProCast CDN™

Scenario

Swisscom is Switzerland's leading telecommunications provider. An innovative organization, Swisscom leveraged its telecom experience to offer the hospitality industry specialized IT services through its subsidiary Swisscom Hospitality Services (SHS). SHS helps hotel clients design, build and manage unified data networks to meet their guests' needs and to run their businesses more profitably. Presently, Swisscom services more than 2,000 hotels across Europe and North America with Internet-based solutions. Swisscom partner hotels represent reputable hotel chains such as Hilton, Hyatt, NH, Intercontinental, Marriott and Kempinski as well as a number of individual flagship properties.

Swisscom Hospitality Services wanted to increase its value-added services by offering IPTV and video-on-demand (VoD) to its pan-European and North American customer base of hotels. To support this premium offering, SHS required a scalable content delivery system that would allow timely, efficient delivery of films to thousands of hotels. Swisscom Hospitality Services also needed a system that could centrally aggregate content from multiple content providers as well as transfer content bi-directionally across a wide area network (WAN).

Solution

After evaluating several content delivery alternatives, Swisscom found Omneon ProCast CDN to be the most compelling and efficient solution. ProCast CDN scales delivery to thousands of locations, accelerates transfers across a WAN, and provides content management for the aggregation of material from multiple providers.

Omneon ProCast CDN software runs on the same servers that SHS uses for storage and playout of the IPTV VoD service inside its client hotels. This eliminates the need for additional dedicated hardware to be purchased, thus reducing the total cost of ownership for the hotels purchasing the service.

Weekly content updates of new films and programming are triggered by SHS headquarters, and the ProCast CDN system distributes the content to all hotels in a fully secure manner.

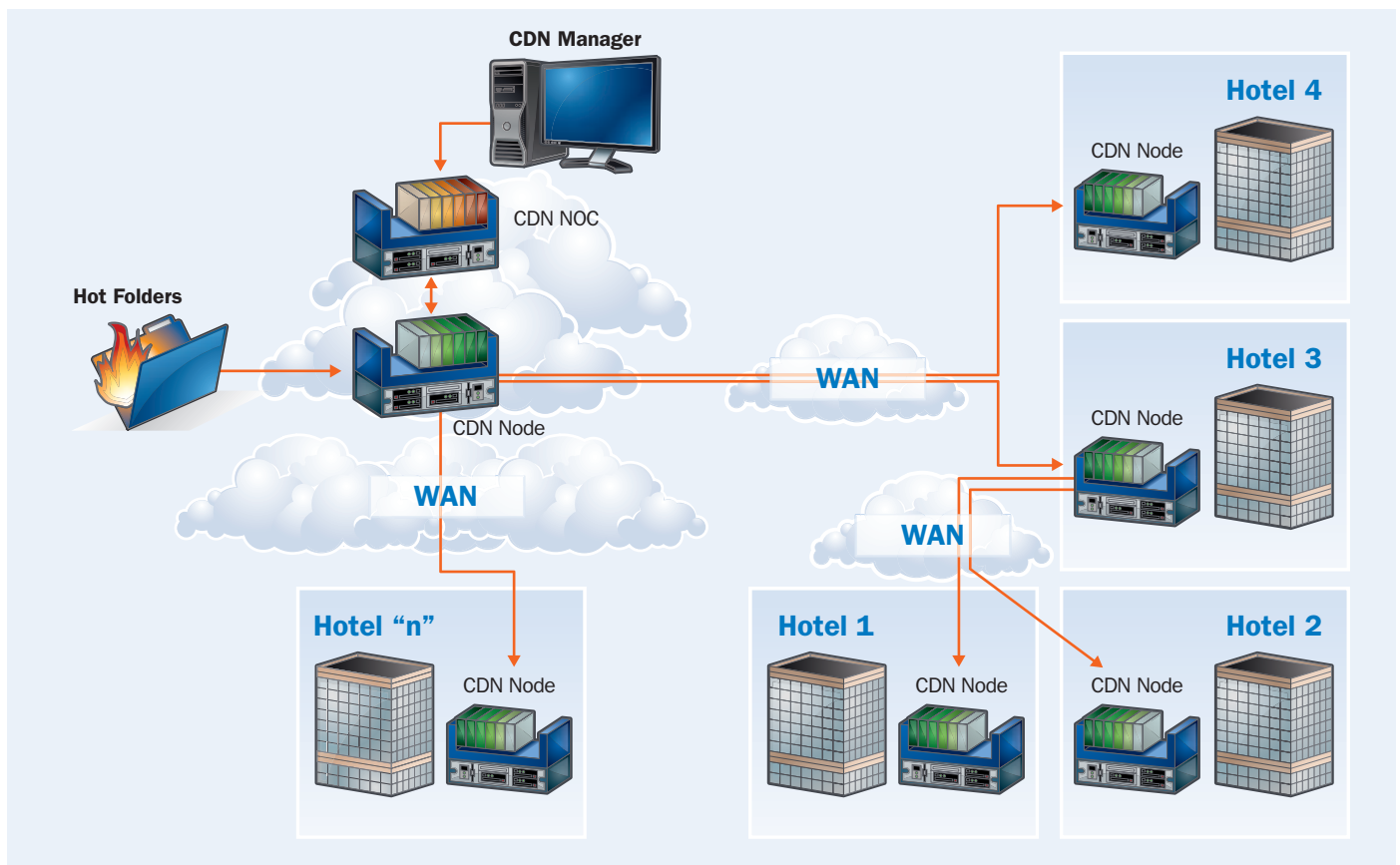
In addition to content distribution, SHS also uses ProCast CDN to automate content aggregation from multiple content providers. Each content provider runs ProCast CDN nodes that detect new content and transfer it securely and efficiently to Swisscom.

■ CASE STUDY

Benefits of ProCast CDN as a Content Delivery Solution

- ProCast CDN is a complete solution, featuring scalable distribution, content aggregation and WAN acceleration in a single platform.
- ProCast CDN entirely removes the need for physical asset distribution in the workflow – from the content provider, to content aggregation at Swisscom, down to the content consumption at the hotel. ProCast CDN encryption and tracking features allow it to follow the same principles as legacy tape shipping – but at a lower cost.
- ProCast CDN is a future-proof investment for Swisscom Hospitality Services, since all media formats are supported and the fundamental technology allows deployment to scale to many thousands of hotel clients.
- The ProCast CDN management platform ensures painless installation and configuration at each remote hotel location and offers cost-efficient central management and control of the large, geographically distributed installed base.
- ProCast CDN supports content distribution to targeted groups of hotels or geographies. This key feature enables Swisscom to distribute movie assets based on their language and contractual engagements with the film distributors.

Content Aggregation and Content Delivery with ProCast CDN



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