ıı|ııı|ıı
**CISCO**

The bridge to possible

# Cisco Edge Cloud for Content Delivery

## Overview

### Enhance streaming experience and drive effective business growth

Streaming media traffic dominates the Communications Service Provider (CSP)network during peak hours and, increasingly, all day long. To keep up with demand and to avoid Quality of Experience (QoE) issues, CSPs are implementing network capacity upgrades, but doing so without visibility or control over the traffic. Most often, this results in costly infrastructure investments and inability to use the very best knowledge and insight for effective capacity planning. Furthermore, most content delivery comes via an increasingly fragmented number of Over-The-Top (OTT) providers, traversing the network core and peering points, when the far better approach would be to deliver content from the edge, closer to consumers. A new scalable approach is needed, and one that provides control as well as the ability to directly monetize through clear value creation.

Cisco and Qwilt have partnered to deliver full-stack, turnkey, managed content delivery solution with carrier-grade infrastructure to address this exact need. The joint solution enables a new architecture and business model for content delivery using edge nodes owned and operated by CSPs. Because these nodes are deeply embedded in CSP networks, operators have direct control over the quality of content delivered and in turn, the ability to save on infrastructure costs. The business model provides new revenue for CSPs by enabling collaboration directly with publishers in the content delivery value chain.

This is the Cisco® Edge Cloud for Content Delivery. With it, CSPs can leverage the efficiency of an edge architecture to handle the concurrent trends of growing video traffic, the proliferation of live streaming, and user demand for multi-publisher content. Through greater visibility, predictability, and control of traffic provided by the solution, CSPs can now respond faster and more intelligently and proactively to changing network conditions. Importantly, the solution enables CSPs to innovate and drive new revenue-generating edge applications that rely on a robust content delivery foundation.
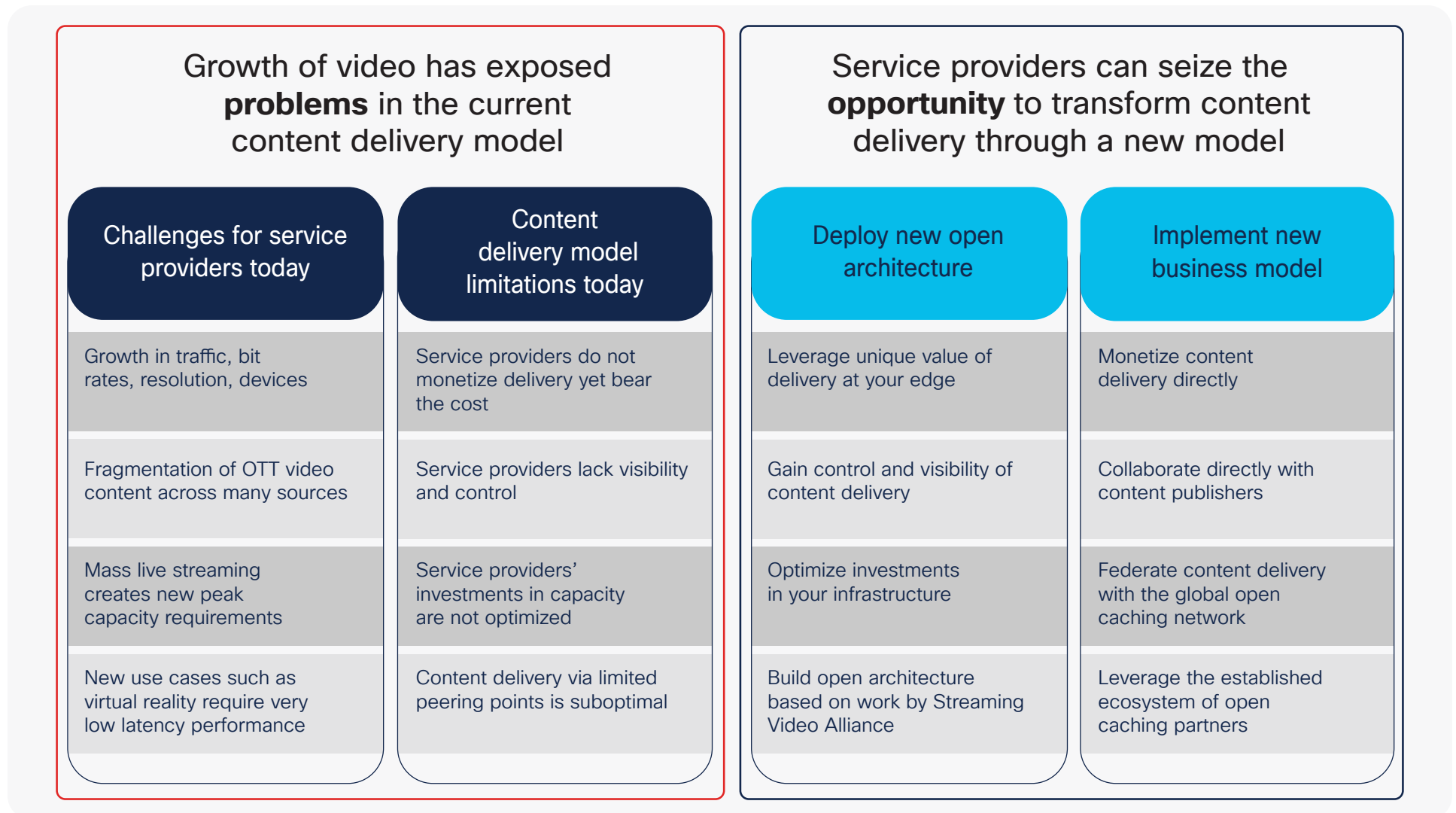
## Benefits

- Higher customer satisfaction resulting from a broader choice of consistent, high-quality streaming services

- Reduced costs and simplified operations through unified management of multi-publisher content

- Revenue generation through value creation and participation in the content delivery value chain

- Flexible deployment and business growth through adaptable, future-ready solution designed for evolving needs

ıllııllı
**CISCO**

The bridge to possible

**The current content delivery model no longer scales – a new model is needed**

Suboptimal infrastructure, gaps in capacity, and poorer QoE are the results of the current model.

Figure 1.     Cisco Edge Cloud for Content Delivery provides significant cost-savings and revenue opportunities for CSPs

| Growth of video has exposed **problems** in the current content delivery model | | Service providers can seize the **opportunity** to transform content delivery through a new model | |
|---|---|---|---|
| **Challenges for service providers today** | **Content delivery model limitations today** | **Deploy new open architecture** | **Implement new business model** |
| Growth in traffic, bit rates, resolution, devices | Service providers do not monetize delivery yet bear the cost | Leverage unique value of delivery at your edge | Monetize content delivery directly |
| Fragmentation of OTT video content across many sources | Service providers lack visibility and control | Gain control and visibility of content delivery | Collaborate directly with content publishers |
| Mass live streaming creates new peak capacity requirements | Service providers' investments in capacity are not optimized | Optimize investments in your infrastructure | Federate content delivery with the global open caching network |
| New use cases such as virtual reality require very low latency performance | Content delivery via limited peering points is suboptimal | Build open architecture based on work by Streaming Video Alliance | Leverage the established ecosystem of open caching partners |

ı**ı·ı**ı·ı**ı**
**CISCO**

The bridge to possible

## Cisco Edge Cloud for Content Delivery – a better way to deliver content

A full-stack, turnkey, managed content delivery solution is offered through a partnership with Cisco and Qwilt in which content delivery services are deeply embedded in CSP networks.

**Figure 2.** Qwilt's Open Cache software and cloud services combined with Cisco's market-leading edge compute infrastructure enable multi-publisher content delivery at global scale

ıı|ıı|ıı
**CISCO**

**The bridge to possible**
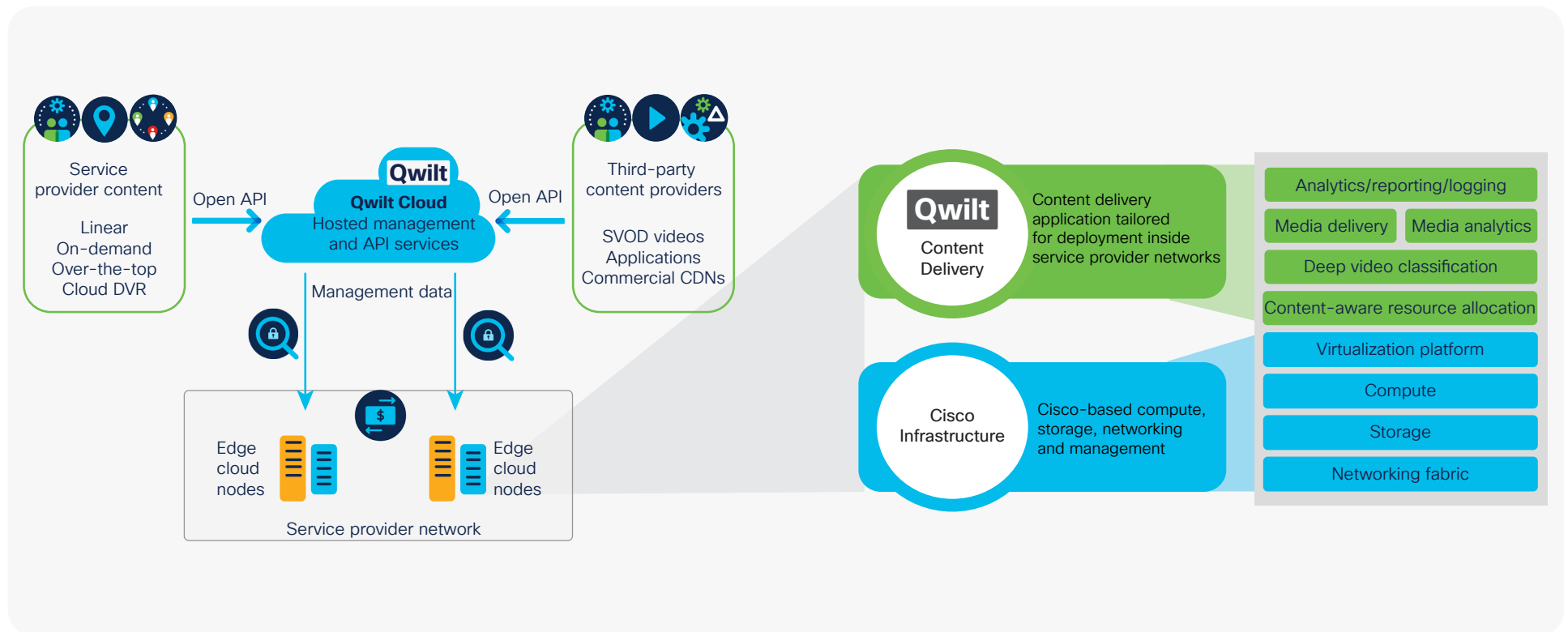
## Start building your future with Cisco Edge Cloud for Content Delivery today

For more information, see the Cisco and Qwilt edge cloud resources below and contact your Cisco representative today.

- Deliver high-quality streaming content to any user, anywhere
- Qwilt's Open Edge Cloud solution for service providers
- Get information about the Streaming Video Alliance

## The Foundation to a Successful Future

Cisco Edge Cloud for Content Delivery is built on a firm foundation of partnership, domain expertise, and revenue-generating business models to help drive your business growth well into the future.

The solution enables you to:

- Deploy a solution that optimizes delivery of OTT content as well as your own managed content.
- Gain the visibility, predictability and control you need to fully optimize the use of network resources and better plan for future capacity.
- Leverage the global network of content publishers already onboard Qwilt's Content Delivery Sharing service.
- Deploy the solution with no capital investment and benefit from a unique revenue sharing arrangement.
- Leverage open caching specifications that enable federated content delivery in CSP networks. These were developed by the Streaming Video Alliance (SVA) and are being adopted by CSPs and publishers around the world.

Unlike many other commercial and private content delivery networks, our solution provides a comprehensive offering to ensuring success—strong ecosystem partnerships, unrivaled and proven technology and domain expertise in both hardware and software, and a robust monetization platform.