

ALTBALAJI GOES BORDERLESS WITH CLOUD STORAGE FOR RAPID ONLINE CONTENT EXPANSION.

CUSTOMER | ALTBALAJI
PRODUCT | IZO™ CLOUD STORAGE

CUSTOMER REQUIREMENT

ALTBalaji needed scalable storage for its rapidly growing digital content archive. Building and managing that in-house would have been complex and capital intensive. So a cloud-based approach was evaluated and a Tata Communications' solution was chosen.

SOLUTION

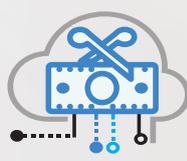
The Tata Communications' solution features IZO™ Cloud Storage linked to the ALTBalaji data centre and content distribution platform over dedicated optical fibre. This perfect blend offers class-leading resilience, limitless scalability, easy access in a LAN environment, and no data transfer/retrieval charges.



400TB
of stored data



300Mbps dedicated
optical link



75% lower
connectivity cost



100%
uptime

“Tata Communications provided the required high-capacity cloud storage and high-bandwidth connectivity to suit our business needs.”

NIKUNJ KARIA, HEAD OF TECHNOLOGY INFRASTRUCTURE, ALTBALAJI



COPING WITH CONTENT ARCHIVE'S RAPID GROWTH

With 900 channels and 800 million screens, TV is the in-home entertainment of choice in India, although the audience is mostly viewers over the age of 35. Younger people largely consume video online. But there's a lack of original content made especially for them.

ALTBalaji is changing that dynamic. It creates differentiated video-on-demand digital content for millennials – delivered over its own distribution platform to mobiles, computers, tablets, smart TVs and game stations.

The company needed scalable storage for its rapidly growing content archive. Nikunj Karia, Head of Technology Infrastructure, says: "Building that in-house would have been complex and capital intensive. We would also have needed space to house it and people to manage it."

INTEGRATED CLOUD SOLUTION WAS CRUCIAL

As well as overcoming such issues, cloud-based storage would offer a pay-as-you-go model. ALTBalaji evaluated options and trialed providers. Network connectivity between the cloud and its in-house content distribution platform proved the decider.

Nikunj continues: "Tata Communications provided the required high-capacity cloud storage and high-bandwidth connectivity to suit our business needs." The strength of the Tata Communications brand was another defining feature.

The Tata Communications solution features IZO™ Cloud Storage linked to the ALTBalaji data centre and content distribution platform over a dedicated point-to-point optical fibre link at 300Mbps. "The cost of equivalent network connectivity from other service providers is multiple times higher than with Tata Communications," says Nikunj.



ABOUT ALTBALAJI

ALTBalaji is India's only subscription-based video-on-demand service offering original and exclusive shows across various Indian languages. It provides programmes covering genres like drama, romance, comedy, horror, thriller, animations, and edutainment, and provides a curated selection of feature films.

<https://altbalaji.com>



FULLY FIT FOR TAKE OFF

There are no incremental charges for content upload and download. This is an important aspect in limiting operating costs, as ALTBalaji sees prospects of massive business growth as the online content market in India really takes off.

IZO™ Cloud Storage is a value proposition that enables borderless growth. It is housed across multiple Tata Communications global data centres for high availability and can be scaled-up or scaled-down virtually instantly as demand changes. This flexibility has a huge advantage over an in-house solution, where equipment provisioning lead-times and costs can impose a huge burden.

Business continuity is guaranteed, thereby managing business risk. Tata Communications ensures all data is backed-up all the time in its private cloud locations. Automatic failover assures continued data access in the event of a serious issue.

AWAY TO A GREAT START

The primary Tata Communications IZO™ Cloud Storage environment is located near the ALTBalaji headquarters in Mumbai. “To speed content transfer, Tata Communications allowed us physical access to its data centre so we could directly upload fifty terabytes,” says Nikunj Karia. “This saved a month and got us off to a great start.” That storage volume has already increased to 400TB and will continue to rapidly expand as ALTBalaji adds to its content archive.

The service has performed well with 100 per cent uptime. “The feedback from our internal users has been very positive,” says Nikunj “It’s fast and reliable and people can manage their own data without having to involve IT. That’s so much more efficient.”

“The cost of equivalent network connectivity from other providers is multiple times higher than with Tata Communications.”

NIKUNJ KARIA, HEAD OF TECHNOLOGY INFRASTRUCTURE, ALTBALAJI

SOLUTION ARCHITECT AT THE CENTRE

Not having to manage the infrastructure and execute daily back-ups relieves the IT team of day-to-day duties. The saving is equivalent to an extra person concentrating their attention on more strategic initiatives.

The Tata Communications solution has huge operational benefits too. A 24/7 support operation proactively keeps things running. Nikunj Karia sums up: "I have a single point of contact for all our needs as well as access to a solutions architect who understands our business. Overall we're very happy with the quality of service and the relationship."

Finally, there are possibilities for further collaboration. For example, the Tata Communications optical connection to the ALTBalaji data centre could provide cost-effective links to other Tata Communications services like internet access or WAN connectivity.



About Tata Communications

Tata Communications Limited (CIN no: L64200MH1986PLC039266) along with its subsidiaries (Tata Communications) is a leading global provider of A New World of Communications™. With a leadership position in emerging markets, Tata Communications leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-national enterprises, service providers and Indian consumers.

The Tata Communications global network includes one of the most advanced and largest submarine cable networks and a Tier-1 IP network, as well as nearly 1.5 million square feet of data centre and collocation space worldwide.

Tata Communications' depth and breadth of reach in emerging markets includes leadership in Indian enterprise data services and leadership in global international voice.

Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India.

www.tatacommunications.com | [@tata_comm](https://twitter.com/tata_comm)
<http://tatacommunications-newworld.com> | www.youtube.com/tatacomms

© 2017 Tata Communications. All Rights Reserved. TATA COMMUNICATIONS and TATA are trademarks of Tata Sons Limited in certain countries. 08/17

For more information, visit us at www.tatacommunications.com.

Contact Us

© 2017 Tata Communications. All Rights Reserved. TATA COMMUNICATIONS and TATA are trademarks of Tata Sons Limited in certain countries.