

A photograph of two men sitting together, looking at a tablet. The man on the left is wearing glasses and a red shirt, while the man on the right is wearing a blue checkered shirt. They are both smiling and appear to be in a collaborative work environment.

CASE STUDY
MANAGED HOSTING
SERVICE ASSURES
UK VIEWERS OF TOP
QUALITY ONLINE TV
EXPERIENCE.

A TATA COMMUNICATIONS IAAS SOLUTION FOR YUPPTV IN THE UK SMOOTHLY AND COST EFFECTIVELY SOLVES PROGRAMME DISTRIBUTION CHALLENGES.

BUSINESS CHALLENGE

With high costs and performance issues affecting its business and potentially damaging the customer experience, YuppTV sought an alternative cloud hosting service provider for its UK channel distribution infrastructure.

SOLUTION

The changeover to a Managed Hosting Service, running on servers in a Tata Communications UK data centre, went without a hitch. Expert professional services and project management people were central to the success of that infrastructure-as-a-service (IaaS) solution.

BENEFITS

The Tata Communications service is very stable, and its low latency has contributed to the customer experience. SLA targets are being met and exceeded while YuppTV is also enjoying lower cost of ownership. Support from the Tata Communications Global Service Management Centre (GSMC) maintains performance levels and mitigates risk.



200 TV channels distributed in the UK



20% reduction in cost of ownership



Zero downtime exceeds SLA



10% improvement in IT efficiency

“We’ve not experienced any downtime in the 14 months we’ve been taking the service. We also estimate a 20 per cent lower cost of ownership saving for that part of the business.”

ANIL KUMAR SINGH
DIRECTOR, NETWORK OPERATIONS, YUPPTV

ABOUT YUPPTV

YuppTV is one of the world’s largest internet-based TV and on-demand service providers for South Asian video content, offering more than 250 TV channels, over 5,000 movies and greater than 100 TV shows in 14 languages. Some 25,000 hours of entertainment content is catalogued in its library, while nearly 2,500 hours of new on-demand content is added to its platform every day.

For more information go to:
www.yupptv.com

STABILITY CRUCIAL TO CUSTOMER EXPERIENCE

With YuppTV, consumers in the UK and elsewhere can access convenient home entertainment through devices like Internet televisions and set-top boxes, smart Blu-ray players and smartphones. Currently ranked #1 Internet Pay TV platform for South Asians living abroad, it's also the largest Internet TV platform for premium content in India. The company offers YuppFlix, a movie-on-demand streaming service, too.

YuppTV acts, as well, as a launch pad for video content providers wishing to distribute their channels to selected global geographies. This means they can focus on video content creation without worrying about the technical aspects of broadcasting.

Anil Kumar Singh, director, network operations, says: "When you run a platform like ours, stability is the most important issue. It fundamentally affects the customer experience."

SEEKING LOWER COSTS AND BETTER QUALITY

Facing explosive business growth, YuppTV needed a high-performance platform with virtually limitless scalability for the encoding software that drives its content distribution network (CDN) for its TV channels in the UK region.

Filling a physical data centre with servers would have incurred the capital cost of building and equipping the facility, support overheads, and the problem of keeping a growing server estate up-to-date. Plus, it wouldn't have been environmentally friendly. In recognition of that reality, Anil says: "We were already working with a cloud provider, but high costs and quality problems had led us to look elsewhere."



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ANIL KUMAR SINGH, DIRECTOR, NETWORK OPERATIONS, YUPPTV



SCALABLE END-TO-END IAAS ARCHITECTURE

Following an extensive market survey, YuppTV chose the Tata Communications Managed Hosting Service. Now, rack-mounted servers at a Tata Communications data centre in England, distribute 200 television channels at 4Mbps each for YuppTV in the UK.

As well as the servers, the hosted infrastructure-as-a-service (IaaS) solution includes dual switches and dual perimeter firewalls. Anti-virus software, the Microsoft Windows operating system, and software licenses are also covered. The architecture uses high availability design techniques to avoid single points of failure.

“With a Tata Communications cloud-based solution, scalability comes as a standard fitment,” says Anil. “If we need more machines we can get them in days rather than months.”

Managed optical fibre-based Internet connections are another element of the Tata Communications solution. They run at 3Gbps to the local YuppTV CDN node in the UK. The last mile to the CDN node is diversely routed for assured availability. YuppTV manages its encoding software remotely.

LOW LATENCY CONTRIBUTES TO CUSTOMER EXPERIENCE

The transition to Tata Communications from the previous cloud service provider was completed on time and without any business disruption. Says Anil: “The changeover was really smooth, managed by some smart professional services and project management people from Tata Communications.”

The service has proved to be very stable, while low latency has contributed to customers’ uninterrupted viewing pleasure. The SLA target agreed between YuppTV and Tata Communications is for a 99.5 per cent availability achievement. Anil confirms: “We’ve not experienced any downtime in the 14 months we’ve been taking the service. We also estimate a 20 per cent lower cost of ownership saving for that part of the business.”

It’s not just YuppTV that benefits. The same advantages also accrue to the video content providers who distribute their channels over the company’s platform.

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ANIL KUMAR SINGH, DIRECTOR, NETWORK OPERATIONS, YUPPTV



COMPREHENSIVE SUPPORT MITIGATES RISK

Support is provided from the Tata Communications Global Service Management Centre (GSMC) where scheduled data backup and restoration takes place. Also provided by the GSMC is a patch management service to keep the servers up-to-date. YuppTV estimates the IT team is up to 10 per cent more efficient as a result.

Further security is offered through operating system hardening policies from Tata Communications. Anil concludes: “Cyberthreats and downtime risks are mitigated by the regular operating system updates and security patches provided by the GSMC. I’m pleased to say we’re considering moving more services to Tata Communications.”



ABOUT THE MANAGED HOSTING SERVICE

Whatever an organisation’s size, its existing infrastructure, or its global growth ambitions, Tata Communications Managed Hosting Services can be tailored to meet its exact needs. Infrastructures are hosted in state-of-the-art data centres, which have been built to TIA 942 Tier-3 standards for enhanced performance and reliability. Meanwhile, the Tata Communications Global Service Management Centre (GSMC) is ready to support the business 24/7/365. Tata Communications takes care of everything to ensure smooth, always-successful hosting. Associated delivery and management processes adhere to ITIL service delivery guidelines as well as winning various ISO accreditations.

Find out more at:

www.tatacommunications.com/services/cloud/infrastructure/hosting/

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