

## Solution Brief

# Optimized Enterprise Video with VBrick and Riverbed

## THE CHALLENGE

### Meet Growing Demand for Video within the Enterprise

As organizations continue adoption of video as the primary content distribution platform, they are struggling to meet the demands of high-quality video distribution that business require. As an increasing number of end users access on-demand video training or live feeds, the network becomes a bottleneck that negatively impacts productivity and the video streaming experience. Today, as BYOD becomes more prevalent in the enterprise, the need to deliver corporate video content quickly and reliably to all end user devices becomes a core business requirement.

## THE SOLUTION

### VBrick Enterprise Video Platform and Riverbed

VBrick and Riverbed® have partnered to bring the best of video content management and application performance platform technologies together to enable organizations to deliver high-quality videos for corporate communications, training and knowledge sharing. The integrated VBrick and Riverbed solution enables users to view and share videos in a bandwidth-efficient way using Riverbed SteelHead™ technologies.

The VBrick Rev® video management platform addresses the enterprise video management and distribution challenge. Rev® delivers a dynamic, responsive, enterprise-grade experience to employees for viewing live webcasts, recorded videos and captured unified communications and videoconferencing sessions.

The VBrick platform includes an enterprise content delivery capability using VBrick's Distributed Media Engine (DME). VBrick DMEs integrate directly into the Riverbed SteelHead EX virtual services platform (VSP) to locally deliver corporate video content, in multiple transmission formats, to users. In addition, Riverbed SteelHead WAN Optimization reduces the network footprint of other competing applications and mitigates network bottlenecks while maximizing video content distribution. VBrick DMEs also acquire and transcode video to enable streaming from customer videoconferencing and unified communications systems. All of these features allow video to be captured and delivered efficiently to the branch office —closest to end users—in the format and size appropriate for the end users' device and network connection.

## Use Cases and Benefits

The VBrick and Riverbed solution allows customers to:

- **Dramatically reduce video bandwidth utilization** – as much as 98% – by leveraging Riverbed and VBrick strengths
- **Reach viewers on any device** using VBrick to convert streams for optimal viewing and Riverbed SteelHead and SteelFusion appliances to deliver, and pre-position, video at the network's edge
- **Offset third-party CDN costs** by maximizing internal corporate WAN/LAN resources to stream video
- **Leverage investments in Microsoft Lync and videoconferencing** systems as the source for highly scalable live or on-demand video streams that can reach massive online audiences
- **Secure access to proprietary videos** through viewer authentication and encryption
- **Analyze and track video viewership** to measure engagement and track compliance with mandatory initiative

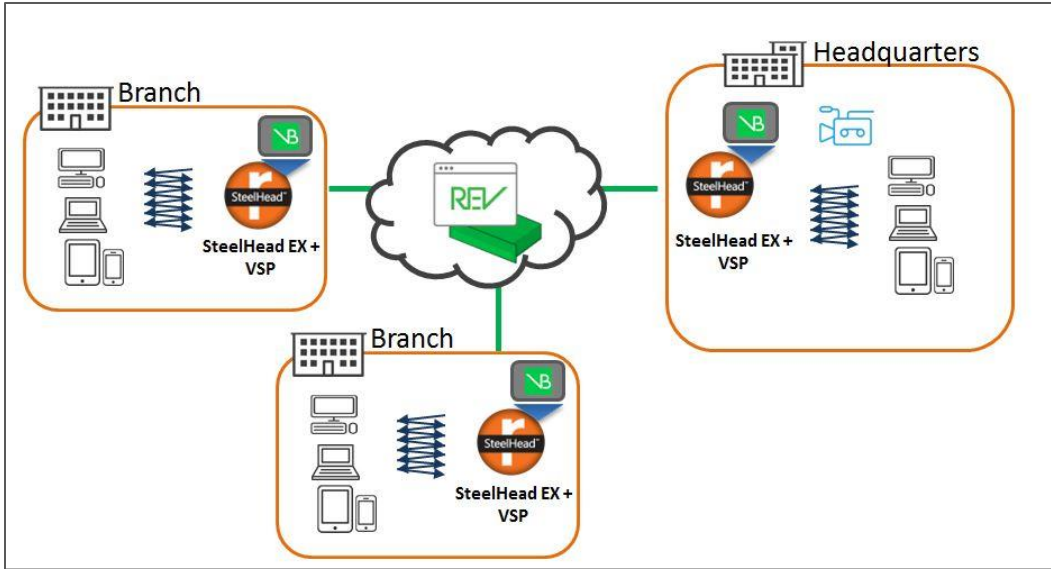


Figure 1: VBrick and Riverbed Solution Topology

## VBRICK PRODUCT OVERVIEW

### Enterprise Video Management and Content Delivery

VBrick Rev® is an enterprise video management platform that enables large organizations to securely and efficiently deliver high quality live and on-demand video to thousands of viewers using the corporate wide area network and Internet. Rev® provides centralized management over video ingest and storage, user access and permissions, video capture and delivery devices, and video publishing and distribution, and does so within the stringent security and bandwidth limitations demanded by enterprise environments. VBrick's platform uniquely includes a turnkey enterprise content delivery network (eCDN), comprising VBrick-designed Distributed Media Engines (DMEs). The VBrick video management platform works with the DMEs to enable intelligent zoning, matching end user information, including the user's location and viewing permissions, with a network of DMEs that route and relay video content to the network's edge

## ABOUT VBRICK

VBrick is a leading provider of enterprise video platforms with thousands of customers worldwide. Its solutions enable organizations to create, manage and distribute rich media information from virtually any source – from tablets, unified communications clients or cameras, to virtually any screen – from desktop to digital signage. Customers use VBrick for automated, integrated live and on-demand video in executive webcasts, online training, distance learning, communications and marketing. Learn more at [www.vbrick.com](http://www.vbrick.com).

## ABOUT RIVERBED

Riverbed, at more than \$1 billion in annual revenue, is the leader in Application Performance Infrastructure, delivering the most complete platform for Location-Independent Computing. Location-Independent Computing turns location and distance into a competitive advantage by allowing IT to have the flexibility to host applications and data in the most optimal locations while ensuring applications perform as expected, data is always available when needed, and performance issues are detected and fixed before end users notice. Riverbed's 25,000+ customers include 97% of both the Fortune 100 and the Forbes Global 100. Learn more at [www.riverbed.com](http://www.riverbed.com).



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