Powering a private cloud for multi-screen video

Executive Summary

- **Customer Name:** Ooyala
- **Industry:** Video management, publishing, analytics and monetization
- **Location:** Santa Clara, California
- **Number of Employees:** 450

Business Challenge
- Flexibly managing rapid growth

Solution
- Implemented a private cloud to cost-effectively scale personalized video delivery

Business Results
- Obtains a lower-cost way to scale operations and reduce internal IT responsibilities

Ooyala manages rapid growth with Cisco OpenStack Private Cloud to enable efficient, streaming HD video services.

Business Challenge

Ooyala has the problem everyone wants: managing rapid growth.

In an era where TV and video viewing occurs on every kind of device, they're leaders in helping companies stream HD-quality video to their customers. Ooyala's success has been staggering: They are already reaching nearly 200 million unique viewers in more than 130 countries worldwide.

Ooyala realized the value of the cloud long ago, and has been using Amazon Web Services since 2007 to meet a large portion of its computing needs. However, as the company's footprint expanded, Ooyala needed a cost-effective way to scale. So it made the decision to extend its physical infrastructure to accommodate a private cloud.

Solution

After Ooyala committed to the private cloud in concept, it had to decide which technology platform would power it and who would provide it. OpenStack was the logical choice.

"OpenStack is clearly pulling away from the competition in the open source cloud space," says Rick Pittenger, Senior Vice President of Engineering at Ooyala. "A few years ago, you could argue that it was on par with CloudStack or some of the others, but not now. If you compare the feature sets and the community momentum, it is clear that OpenStack is the more mature, more reliable platform."

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>
> – Rick Pittenger
> Senior Vice President of Engineering
> Ooyala

The real question then was how Ooyala would acquire and implement OpenStack. "We looked at a number of OpenStack vendors, and although many will build you a cloud, they generally expect you to implement and manage it," says Pittenger. "I have a very senior ops team, but even so, they would have had to invest a considerable amount of time learning OpenStack if we went that route, and I'd rather have my teams focused on innovations that are core to our business."

With that in mind, Ooyala went looking for a vendor that would build the cloud and manage it, which led them to Cisco. "Their business model is a perfect fit for our needs. We're getting all the cost savings and performance benefits we were looking for in an on-premises cloud, but we don't have to worry about monitoring it, maintaining it, or upgrading it."

Business Results

Long-term plans are to grow Ooyala's on-premises cloud and to continue to use public-cloud providers as well in what Pittenger calls a "hybrid cloud". He explains that with video streaming, it is important to be as close to the source as possible, and that as such, Ooyala has deployed the solution in different facilities all over the world. "Managing international facilities is complex and expensive, and as a result we will continue to leverage both public and private clouds," says Pittenger.

For More Information

To find out more about the Cisco OpenStack Private Cloud, visit: www.cisco.com/go/openstackprivatecloud.

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