



CASE STUDY



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Adam Smith
CEO and Founder of Simplestream

THE CHALLENGE

Centralising Simplestream’s datacentre operations to cope with the company’s expanding broadcast customer base

As a leading name in the broadcast and streaming media sectors providing live streaming, cloud based Catch up TV and media management services; Simplestream has been responsible for live streaming some of the largest sporting events this year to customers over multiple devices, including the World Cup and the RBS Six Nations.

Simplestream’s proprietary media framework ‘Media Manager’ offers broadcasters the opportunity to simulcast their content across multiple devices, digital rights management, on screen EPG, real time analytics as well as offering a cost effective, scalable and functional rich OTT platform for media companies of all sizes.

Developing tailored solutions for broadcasters globally from the company’s London based headquarters, Simplestream required a superior datacentre with best in class satellite facilities within proximity to central London as it wanted to centralise its media hub operations.

With a reputation for having exceptional secure robust and resilient colocation, network connectivity and satellite facilities, LDeX was approached by Simplestream to provide these services. When choosing a datacentre provider, the company needed to be confident that the datacentre operator it chose would have no outages, with strong service level agreements in place around uptime in order to prevent service disruption. As well as this, it had to have a reliable power connection to its servers and racks and a robust infrastructure, making LDeX the ideal choice.

Situated on Staples Corner with a 5MVA capacity, the datacentre facility is in close proximity to Simplestream’s headquarters. To add to this, it is away from any flight paths or flood plains which is of crucial importance for business continuity purposes.

In the past year, Simplestream has also launched its own pay tv live streaming service called VUTV which is available for Freeview HD internet connected homes. As well as this, it has launched TVPlayer – a live TV streaming service which has been described as one of the most successful apps of 2014. LDeX providing a reliable and robust datacentre has been instrumental to its success.

THE SOLUTION

Centralising the Simplestream London Media Hub

Having won a significant amount of new business from large clients, including a number of global and UK broadcasters, the company required additional resources and a robust infrastructure which could cope with the company’s growing streaming requirements. Simplestream made the decision to upgrade and centralise its media hub which is based in London.

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Reliable power and connectivity with vast satellite downlinking capabilities

Reliability for power and connectivity is a must for Simplestream. The company has experienced no issues to date with outages, which could be detrimental to the organisations reputation if it were to happen. As a broadcast services provider, the vast satellite downlinking capabilities available at LDeX has been integral to the business in being able to stream its services.

Access to the senior management and technical team

With regular work required on the company’s systems and infrastructure, Simplestream values the friendliness and efficiency of the LDeX technical and senior management team in being able to provide support on a 24x7x365. Having access to the team at all levels of the business at a moment’s notice is imperative for the company in being able to know in real time what is happening with the company’s rack and satellite feeds.

Being able to deal with a team which is highly experienced in coping with any problem which could potentially arise is crucial. The technical staff at LDeX have substantial experience in streaming satellites over IP which allows Simplestream to have complete confidence that its streaming and datacentre requirements are being looked after.

Exceptional physical and network security

LDeX has allowed the company to create a secure and reliable media hub based just outside of central London. Simplestream currently works with 80 broadcasters, including BskyB, Box Television, Turner broadcasting, Viacom International Media Networks and A+E Networks UK. The company’s multi-platform live streaming, catch up TV and media management services are dependent upon using a robust data centre with the optimum level of security.

THE RESULTS

Did you experience any direct “big win” business results for your company because of the solution?

Simplestream acquired a number of new clients in 2013 and the migration of its data centre to LDeX gave them the room for expansion for its existing infrastructure. The company has since won even more clients and LDeX reassuringly has given Simplestream the service and capabilities to deliver the highest level of service.

Simplestream was also selected by Discovery Networks DMAX Italia channel to stream the RBS Six Nations Rugby in Italy and more recently the French Open in Spain. LDeX have been instrumental in providing a robust system which can support streaming such large events, which is testament to LDeX capabilities.

RECOMMEND

What is the single biggest reason you would recommend/why you work with LDeX?

LDeX are an incredibly personable and accessible organisation which is important when working in a fast-paced environment. The facilities are easy to access which is important for Simplestream as our London Media Hub is operated out of London.



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