

## THE PLATFORM RELIES ON RHOZET™ TECHNOLOGY TO STREAMLINE TRANSCODING



### Challenges

- Reduce the burden on thePlatform’s engineering team by transitioning transcoding services from multiple systems to a single solution

### Solution

- Carbon Coder™ provides support for a wide range of formats with the scalability to handle the needs of thePlatform’s industry-leading customers

### Benefits

- Highly scalable, flexible solution
- Broad format support
- Easy-to-learn user interface

### OVERVIEW

thePlatform is a leading white-label video management and publishing solution for online video delivery to PCs, mobile devices and TVs. An end-to-end solution, thePlatform’s media publishing system (mps) is an open, central hub for managing, monetizing and syndicating premium video content. Through its family of hosted services, thePlatform solution can ingest virtually any type of video asset, transcode to any required format, add metadata and content control, and then output a custom, branded experience.

Customers choose thePlatform because of its versatility across the entire broadband video delivery process, from media ingest to third-party partner technology integrations and everything in between including hosted transcoding, metadata and policy management, content delivery and syndication, and video player development technologies.

### THE CHALLENGE: STREAMLINE TRANSCODING FROM MULTIPLE SYSTEMS TO A SINGLE SOLUTION

As thePlatform has grown over the years, they have developed and incorporated an assortment of technologies to accommodate various customer requirements. With many customers running legacy transcoding systems, thePlatform found itself hosting and having to continually update and support multiple transcoding solutions — a costly and time-consuming effort. So they decided to simplify with a single solution which, when integrated into their mpsManage Transcoding Service, would replace all the others while still maintaining customer goodwill.

In order to uncover the best transcoding solution, thePlatform sent out an RFP, with the following requirements:

- **Extensive Format Support** – Support for all media formats in use and anticipated
- **Enormous Capacity** – Enough capacity to meet the needs of industry-leading customers transcoding millions of videos annually
- **Massive Scalability** – Able to support ongoing growth
- **Extreme Flexibility** – Adaptable to fluctuations in customer volume and variations in customer requirements
- **Hosting Model Compatibility** – Open API available for integration of transcoding technology into thePlatform’s hosted solution



- **Comfortable Migration** – Comfortable customer migration for users well-versed in other solutions; feature-rich toolset including configurable customer API, watch folders, batch processing automation, logo insertion, subtitling, closed captioning, digital watermarking; easy-to-learn and use
- **High ROI** – Good cost-to-value ratio at inception; reasonable costs for ongoing updates and expansion

### THE SOLUTION: A SYSTEM THAT MEETS THE TECHNICAL REQUIREMENTS AND ENJOYS BROAD CUSTOMER ACCEPTANCE

thePlatform assessed several different transcoding systems before making their final decision. They selected Rhozet Carbon Coder for many reasons, including the wide range of formats it handles for ingest and output, from H.264 to MPEG. Moreover, Carbon Coder's exceptional Flash support is vital, since thePlatform's Flash Player Development Kit is a critical piece of their feature set.

Rhozet Carbon Server excelled at handling thePlatform's enormous load, with the ability to flexibly distribute capacity across a shared transcoding farm for customers with average loads. Rhozet technology lets thePlatform track customer-specific volume and adjust to ebbs and flows. thePlatform also offers dedicated servers or farms to their higher-volume transcoding customers and those who prefer exclusivity.

*“Rhozet met the technology needs and excelled in its ability to flexibly handle capacity. But the bottom-line deciding factor was that their pricing would give our customers the best service for the lowest cost.”*

**—Nathan Rohm  
Product Manager  
thePlatform**

Additionally, many of thePlatform's customers were already familiar with Carbon Coder, having selected Rhozet to meet their in-house transcoding needs.

“But the bottom line deciding factor was,” according to Product Manager Nathan Rohm, “that their pricing would give our customers the best service for the lowest cost.”

*“We believe a complete broadband-video-management and publishing solution should combine the best technologies to meet our customers' business needs. By providing comprehensive format support, including the latest mobile formats, a cost-effective price and a software-development kit that is easily integrated into our end-to-end solutions model, Rhozet Carbon Coder technology meets all of the criteria for our new mpsManage Transcoding Service.”*

**—Nathan Rohm  
Product Manager  
thePlatform**

### RESULTS

By choosing Harmonic, thePlatform not only simplified the transcoding process for customers, but also made it easier for their engineering team to manage the solution they offer. Harmonic's Rhozet line is saving time and cost for thePlatform by creating efficiencies and, most importantly, building goodwill.

### ABOUT HARMONIC

Harmonic Inc. is redefining video delivery with the industry's most powerful solutions for delivering live and on-demand video to TVs, PCs and mobile devices. Harmonic's technical innovation and market leadership enable the company to offer a unique and comprehensive solution portfolio—including encoding, transcoding, content preparation, stream processing, asset management, edge processing, and delivery. Broadcast, cable, Internet, mobile, satellite and telecom service providers around the world choose Harmonic's IP-based digital video, software, and broadband edge and access solutions. Using these award-winning and industry-leading solutions, operators can reduce costs and differentiate their services by offering consumers a higher quality, personalized multi-screen experience.

Harmonic (NASDAQ: HLIT) is headquartered in San Jose, California with R&D, sales and system integration centers worldwide. The company's customers, including many of the world's largest communications providers, deliver services in virtually every country. Visit [www.harmonicinc.com](http://www.harmonicinc.com) for more information.