

Sun IPTV Solutions Lab for Microsoft Mediaroom



Highlights

- The IPTV Solutions Lab located in the Authorized Sun Solution Center lets customers test before they invest and provides a secure environment for evaluating proof of concepts.
- The fully integrated SunSM Reference Architecture for the Mediaroom IPTV platform provides incredible cost-effectiveness, serious performance, and extremely low TCO.
- At the Center, customers can utilize Avanade's combined knowledge of Microsoft and Sun technologies that can help increase the reliability



The IPTV Solutions Lab in the Authorized SunSM Solution Center is an end-to-end demonstration workspace where network operators can test the viability of Sun's high-capacity server and storage IPTV reference architecture; the award-winning Microsoft Mediaroom software platform; and Avanade's Microsoft Certified knowledge base, integration services, and delivery methodology. At the Center, telecommunication companies and network operators can test the configuration, integration, and product features they will use to deliver new, connected TV services to consumers around the globe.

IPTV: Overcoming Traditional Challenges

The emergence of Internet Protocol Television (IPTV) has revolutionized the way consumers experience TV. It has also changed the business of television, enabling network operators to deliver TV experiences that go beyond what is possible with traditional broadcast platforms. However to compete in markets with entrenched TV competitors it is vital to be able to deploy an innovative service that is robust, reliable and economically scalable.

For network operators this requires an IPTV platform that enables them to offer features such as High-Definition, digital video recording (DVR) and on-demand programming that are now fundamental to any competitive TV offering, but also have the ability to easily deploy advanced interactive applications. Additionally, these technologies need to integrate with existing infrastructure, minimize datacenter space and energy costs, and lower total cost of ownership (TCO).

The key to a successful IPTV business is the ability to implement cost-effective solutions that allow service providers to offer differentiating services to attract and retain customers – ensuring both a healthy revenue stream and a positive return on investment.

Sun Solutions for IPTV

Sun Microsystems and Avanade are working with Microsoft to bring their proven solutions to telecommunication companies and network operators. Together, they offer systems and services capability for Microsoft's end-to-end platform to support IPTV providers to deliver unique, high-performance, cost-effective, and massively scalable services to their customers.

Further, to lower the costs and risks associated with taking new services to market, Sun and Avanade created a working environment to showcase the Microsoft Mediaroom platform in a Lab environment in the Authorized Sun Solution Center.

"The goal of Authorized Sun Solution Centers and specifically the IPTV Solutions Lab is to minimize our customers' risk, help them justify their expenses, and shorten the time to deployment of their new business solutions by providing the best in class hardware, software, and integration services needed to test before they invest," said Darrell Jordan-Smith, vice president, Global Communications and Media Industry Practice, Sun Microsystems. "In working with Microsoft, Sun can deliver, and with our Network Integration Partners can optimize the Network and Application environments to realize what we call the Media Cloud."

Scalable Architecture for IPTV and Microsoft Mediaroom

For IPTV providers looking to deploy Microsoft Mediaroom, Sun offers an excellent server and storage platform that supports Mediaroom's end-to-end solution, from the acquisition and ingest of content through to the streaming infrastructure and all the way to the user's remote control.

Sun and Avanade are working with Microsoft to deliver this combined solution that takes full advantage of Sun's affordable server and storage products, which offer:

- Extreme cost-effectiveness
- Top performance
- Massive scalability
- Incredible energy efficiency

The combination of Sun and Avanade brings together systems and services expertise for deploying IPTV solutions. Sun is a Microsoft Mediaroom partner and Avanade is an experienced provider of integration services for IPTV.

Avanade can help IPTV providers bring solutions to market faster and at lower costs, when leveraging Avanade's:

- Knowledge assets – Highly trained and certified experts that can enable faster development and deployment of solutions using Microsoft technologies running on the Sun platform

- Sample reference architectures that can support highly sophisticated proof of concepts
- Repeatable project plans and work effort requirements
- Readiness checklists
- Proven build guides
- Hard assets – Increasing the reliability and predictability of projects resulting in consistent delivery of quality solutions
- Proven delivery methodology
- Repeatable software and application development methodology
- Integrated collaboration tools for facilitating solution deliver

Mediaroom is driving the future of television by enabling broadband service providers to deliver new connected TV and entertainment experiences to consumers worldwide. It provides new ways for consumers to experience TV as part of their connected, digital lifestyle, while also creating new business opportunities for broadband service providers, hardware manufacturers, content creators, advertisers and application developers. Microsoft Mediaroom is the most widely deployed IPTV platform in the world. Over 20 of the world's leading service providers across four continents have selected the Microsoft Mediaroom to drive their digital TV services.

Massive Scalability, Extreme Performance

Sun, Avanade, and Microsoft offer IPTV providers cost-effective solutions that address the most significant deployment and business challenges. Together they lower the risks and costs associated with taking new services to market while delivering serious performance.

