

Considerations for Moving to the Cloud

Your Questions Answered



Schools from pre-school to collegiate levels are using online learning, and businesses and healthcare organizations are turning to video to stay connected during the COVID-19 pandemic. The use of streaming video has never been more prevalent than right now, and its awesome power to connect people from all corners of the world in real-time is front and center.

But, with that new demand for video comes an immediate need for more bandwidth to ensure that these organizations can handle the massive increase in viewership outside of their networks. Many don't have the infrastructure required to serve peak demand.

The solution? Moving to the cloud. It can be done rapidly with minimal disruption to end-users.

If you need to provide unprecedented worldwide access to your video communications for your instructors, students, employees, clients, customers, virtual event attendees or the general public, hosting your content in the cloud is the answer. Mediasite Video Cloud provides peace of mind, remedies access concerns and frees up staff time and resources that can be devoted to other priorities.

We sat down with the head of our professional services team, Bill Cherne, VP of Customer Success and Support, to talk about the top questions he hears from people as they prepare to make the move.

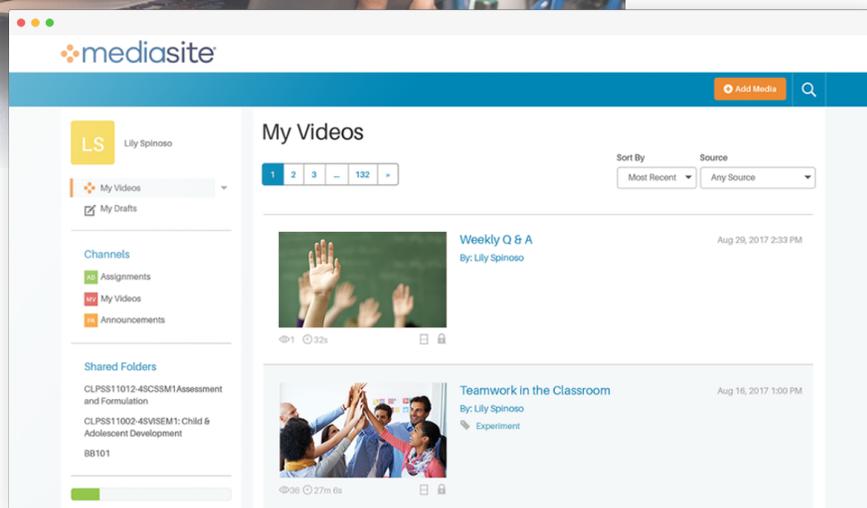




1) What are the benefits of moving to the cloud versus hosting my own video server?

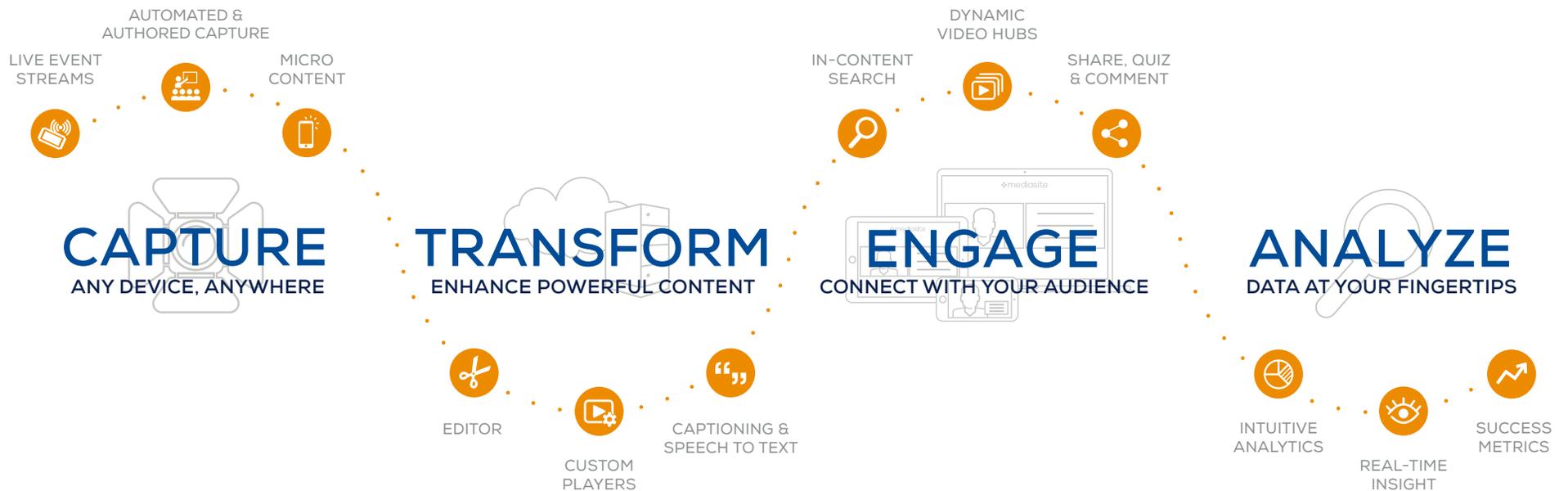
The big benefit is you don't have to deal with running your own servers or handling infrastructure onsite anymore. We work with a lot of large educational institutions, event managers and health care organizations. It's becoming increasingly challenging for them to find and retain the level of in-house expertise needed to manage their networks, firewalls, security, etc.

There's a misconception that putting your video in the cloud is just storage, like DropBox or OneDrive. That's true, but it's much more than that. It's also about scaling with your network and providing big benefit to your users. With everyone simultaneously accessing video content right now, going off-site can help to ease server demand and ensure a good user experience.



2) Will I lose any Mediasite features if I move to the cloud?

No, the cloud has the exact same code and application, and features you have on-premises. That parity is something our customers can't find in other solutions.

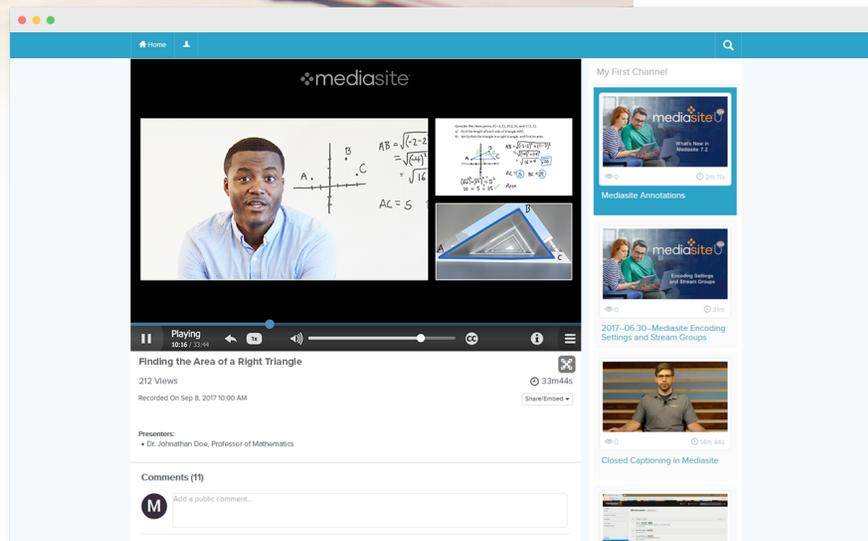




3) We've got so many people watching from outside of our network right now. Will the cloud provide a better viewing experience?

Yes, Mediasite's cloud is tied in with a Content Delivery Network (CDN) which is a series of servers spread throughout the globe that cache parts of your videos to get the content closer to your user. This helps to provide a high-quality playback experience for your users wherever they are in the world.

If you wanted to do that with your on-premises server, you would need to integrate Mediasite with your own CDN provider, which can cost thousands of dollars a month depending on usage.

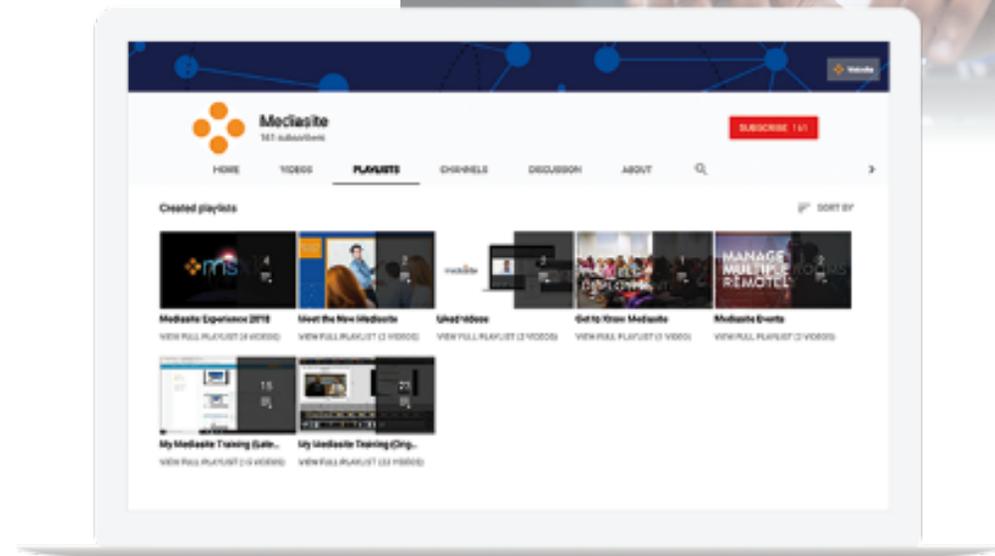


4) What will happen if I have a large number of users watching videos from within the network?

Since the video content is hosted on a cloud server, all on-site users must access the video through your enterprise internet connection. If the number of users would exceed your network capacity, it may be helpful to look for ways to optimize the video delivery on your network.

Depending on your infrastructure, Mediasite content can be optimized in many ways, such as integrating with:

- Caching or proxy devices from Cisco, Riverbed and other manufacturers to help offload this demand
- A Mediasite caching solution that is tuned for caching only Mediasite videos (in case the thought of your IT or networking team adding a caching device is out of the budget)
- Multicast networks or P2P networks (e.g. Hive)



5) What about the security of our data once it's no longer under our direct control? Is my content secure in the cloud?

Security and privacy are of utmost concern to any organization. We keep data extremely secure and follow strict policies to ensure only the proper IT technicians have access to your videos.

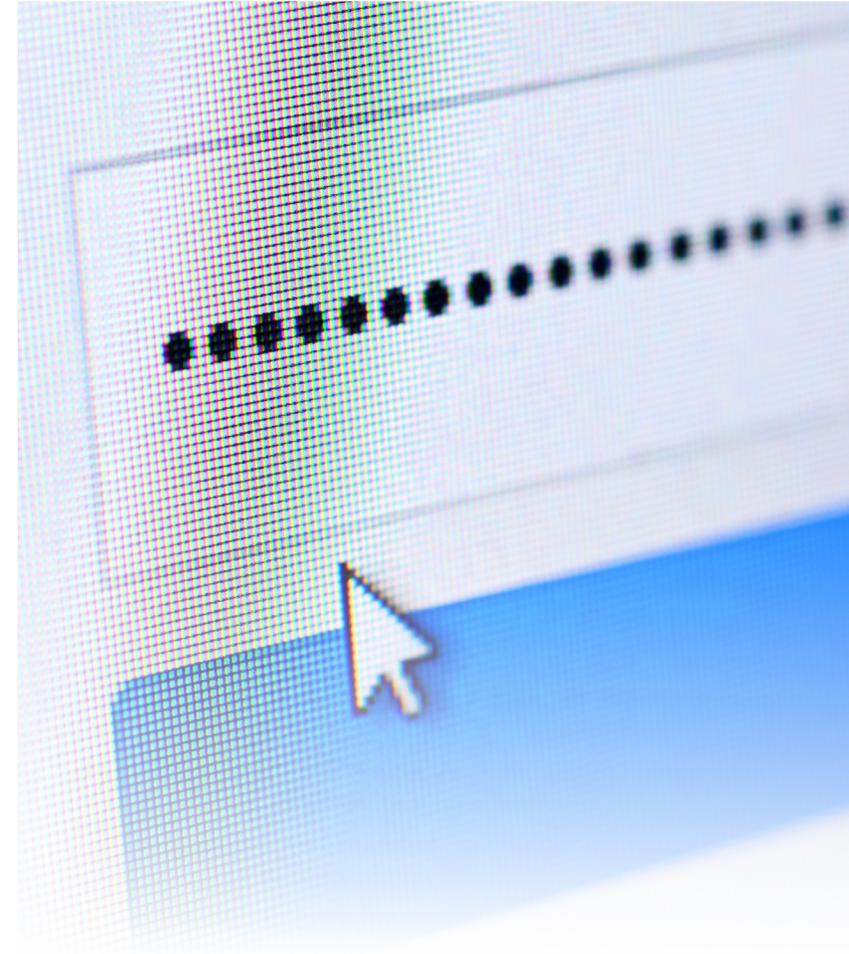
Your data, once transferred to the cloud, will have the same set of security functions you currently have. With Mediasite's cloud you also can offer, or restrict, access to your content on a case-by-case basis. You might choose to make certain data available to anyone with a password. In other cases, you might provide only a certain number of people with the ability to access data.

The proper tools and functionality are all there. You just need to make sure you're thinking about security and building it into how, and who, can access your data. It's as simple as locking your car doors or your house.



6) How do I secure videos if Mediasite is in the cloud and not behind my corporate firewall?

Mediasite offers application level security that allows you to restrict access to individual videos. It also supports single sign on (SSO) with ADFS, Okta, Shibboleth, Google and many of the other popular SSO providers.





7) Where is my data stored and is it backed up in the cloud?

When we set up your Mediasite Video Cloud, we will place it in a data center that is appropriate for your country. For example, all U.S. customers will reside on our U.S. Mediasite Video Cloud server. This is for speed, efficiency and most importantly, privacy and security of your data.

We also have the appropriate backup data centers in case of a disaster situation. If you are sticking with Mediasite being self-hosted, make sure to speak with your IT team to ensure you have the appropriate disaster recovery plans in place.

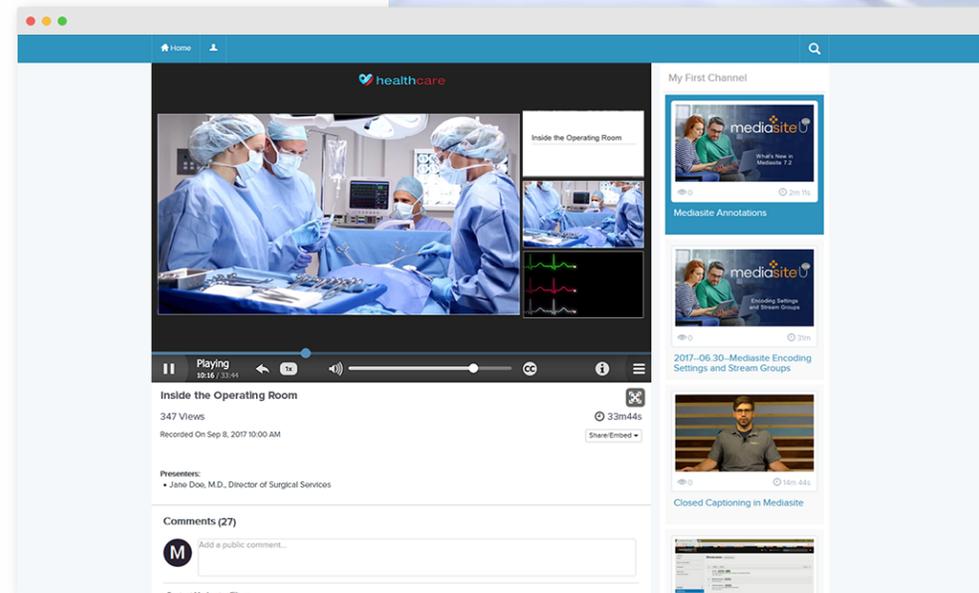
Yes, in the cloud your data is backed up. If you're on-premises, you'll need to work with your IT department to ensure their disaster recovery plan is in place and is tested. If you are an existing Mediasite customer, make sure you work with your IT team to review your backup and recovery policies to ensure the proper data is being backed up and that recovery test procedures are fully tested on a regular basis.

8) Can I stream live using Mediasite Video Cloud, and if so, to how many users?

Yes, you can stream live. When you buy Mediasite Video Cloud, you get to choose the number of concurrent viewers that can watch any given video. That number can easily be adjusted based on your needs.

In fact, recently we had a client streaming a live COVID-19 update and thought that 1,000 concurrent users would be an adequate limit. After the event was live for five minutes, they realized that they would surpass that limit. They called us, and we were able to bump up their concurrent limit to 2,000 users quickly.

If that organization was running its own on-premises Mediasite server, chances are they wouldn't have been able to expand their capacity quickly enough to meet the demands of the live event.



9) What's involved in moving our data to the cloud?

There are basically three ways that this can be accomplished: starting fresh on a new cloud server, a quick export/import, or a full migration.

1

START FRESH

Some customers like to start with a new cloud site leaving their own data on their existing Mediasite servers.

2

QUICK EXPORT/ IMPORT

If you aren't interested in migrating all of your videos, settings and analytics, you can simply export your desired videos and our team can quickly import them into your new Mediasite Video Cloud.

3

FULL MIGRATION

The most popular option is to migrate everything. For this option, we will work with you to obtain a copy of your existing Mediasite database and video files. Once they have been transferred to our data center, everything will be migrated into your new site. The only difference that users will experience is faster, more reliable and higher quality access to your videos.



10) How much help will you provide me with migrating to the cloud?

We work with companies of all types and sizes with varying privacy and security standards and a wide range of global locations. This gives us insight into what works best for each scenario. Our professional services organization will work with your IT department and determine the best approach based on your data and your security and privacy needs.

The key thing is that we want you to be successful with your video initiatives. We will work with you to take every step necessary to ensure your project is a success.

A photograph showing two men in a professional setting, likely a conference or office. One man in a dark shirt is leaning over a laptop, while another man in a red and white checkered shirt stands behind him, looking at the screen. The man in the checkered shirt has a name tag that says 'CHRISTOPHER' and 'VIP'.

**CONTACT A REP TODAY
TO LEARN HOW YOU
CAN TRANSITION TO THE
CLOUD SEAMLESSLY
AND SECURELY.**

