



Streaming

Your monitoring is leaving users in the DARK

Streaming services companies and businesses that rely on streaming are finding it increasingly difficult to gain visibility into the process itself, since, as more organizations begin streaming content, they are relying on OTT for delivery but don't have the depth of experience with online streaming. You might have a general idea if your streaming is functioning, but with traditional application performance tools you do not have insights into the user's streaming experience and it's impossible to proactively determine your platforms performance capacity.

For customer retention, it is critical that viewers have a strong content streaming experience. That means that job one for any organization that streams audio or video content to end users is to pinpoint issues immediately to reduce the time to resolution. Establishing the right mix of performance testing and monitoring insights isn't easy with traditional tools and often creates unnecessary complexity. If a monitoring solution does not focus on stream transition points in the workflow, streaming performance status, and awareness of the delivery network you leave yourself in the dark and your business vulnerable to reputation damage and revenue loss.

Stream Monitoring for Today's Proactive Content Provider

Apica's platform has been a premier provider of monitoring performance for websites, applications and APIs since 2005. With the growth of streaming services and the need for high quality video from anywhere at any time it is mandatory to have thorough insights that Apica provides into stream delivery quality and backend service uptime. Understanding the performance and uptime of your OTT streaming service with Apica's powerful scripting engine is critical in today's always on environment. Apica's streaming check solution delivers:



Architectural Flexibility: Flexibility needed to support most forms of HLS, DASH, SMOOTH and static video content via HTML that meets the unique needs of your business and customer segments (this includes VOD and Live content). Additionally, our team of experts provides support and/or full-service scripting to assist your team in creating checks that include validation of manifest, DRM and device compatibility.



Complexity Simplified: Easily build complex user journeys that reproduce real business functionality with advanced scripting functionality and support from our team of streaming experts.



Business-critical Outcomes: Ensuring your SLAs for the service and streaming performance are up to customer expectations. Before releasing new features, you can ensure successful outcomes by integrating full performance tests into your release cycle and benchmark your backend service delivery and associated services such as sign up and registration.



Continuous Intelligence: See results presented in Interactive dashboards with waterfall graphs, trend reports, and summaries providing reliable insights on performance and availability.



Apica Powerful Scripting Engines

► Flexible

Handles the most complex workflows
Expansion via plug-ins

► Scalable

Test / monitor any number of virtual users across any number of virtual machines

► Easy

No / low code use
Just hit record

Global Streaming Organizations Use Apica

Apica was chosen by HBO to ensure that the last season of “Game of Thrones” – arguably the most watched streaming event in history – would perform smoothly once it went “live”. Apica tested HBO’s streaming server – at scale – to be sure that it could handle the expected load prior to the launch. In addition, Apica monitored the ongoing event throughout the last season to immediately identify performance problems before they became customer problems.

“The level of complexity was enormous and Apica proved to be up to this challenge of following the series from load testing through on-going performance monitoring to ensure a great viewing experience”, said an HBO exec.

The Apica Solution

One of the most demanding and competitive application environments in the business world today is video streaming, and performance is vital to delivering the ideal customer experience. Apica’s platform solves the challenges that many monitoring solutions simply do not address in delivering tests to ensure all aspects of your streaming service –are tuned and can deliver a quality stream to your end users.

Learn how Apica’s Ascent platform can help you ensure you’re delivering the best quality to end users. Discover how our technology works for some of the largest streaming services available.

[Schedule a demo today](#) →

Whether your Fortune 100 or the next big startup, Apica’s best-in-class testing & monitoring platform helps companies ensure their products are always performing

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