Streaming for Mobile Operators

Your monitoring is leaving your subscribers in the DARK

Mobile networks have become the primary way people watch videos, and your network performance is a vital part of the user's viewing experience. To provide world-class service, you need to understand how your mobile network can handle streaming traffic, and you need to proactively monitoring these video services. When video performance suffers, users will stop trying to stream, and eventually choose a different mobile operator, decreasing subscriber satisfaction and increasing churn.

Streaming accounts for most of the traffic on mobile networks. These services are high bandwidth and given the prevalence of encryption there are few cost-effective methods for optimization. Many of the solutions available today are limited in how much they can reduce video traffic size while maintaining high-quality service. Monitoring those solutions can be challenging since the video content is often stored and delivered from multiple different locations, and the content itself is delivered to many different device types.

Now there's a way to proactively test and continuously monitor the real-world performance of streaming services, to ensure the best subscriber experience. The Apica Ascent platform combines integrated testing and monitoring to help operators understand how subscribers are experiencing streaming services on their network. By continually testing the entire subscriber journey, you can capture the health of critical streaming workflows—including the full range of application sets, authentication frameworks, and third-party services modern streaming applications depend on. And if there's a problem, operators can use that 360-degree visibility to zero in resolve performance issues in minutes, not days.

Stream Monitoring for Today's Proactive Mobile Provider

With the growth of streaming services and the need to deliver high-quality video from anywhere at any time, you need thorough insights into stream delivery quality and transit service quality. Apica has been providing monitoring performance for websites, applications and APIs since 2005. Apica's streaming check solution delivers:

Architectural Flexibility: Apica supports VOD and live streaming protocols including HLS, DASH, SMOOTH and static video content via HTML. Additionally, our team of experts provides support and full-service scripting to assist your team in creating checks that include validation of manifest, DRM and device compatibility.

Complexity Simplified: Ascent lets you easily build complex subscriber journeys that reproduce real business functionality with advanced scripting functionality and support from our team of streaming experts.

Business-critical Outcomes: You can ensure your SLAs for service and streaming performance are up to customer expectations. Before releasing new features or altering anything in the service path, operators can ensure successful outcomes by integrating full performance tests into their release cycle. You can also benchmark backend service delivery with associated services such as sign up, registration, and measuring service alteration/provisioning changes.

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

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 platform can help you ensure your 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

HBO **verizon✓**

ors group **OSN**

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