# AlvaLinks
## Live Video Networking

# ELEVATING VIDEO IP NETWORK OBSERVABILITY

Enabling broadcasters to navigate the complexities of
IP-based distribution with unprecedented precision and reliability

The Alvalinks CloudriderTM proactively analyzes the health of the network; gathers real-time stats, IP flows, and toolsets to evaluate the broadcast and media network performance. Alvalinks provides the first true network observability SAAS platform designed for media applications.

The impact is dramatic improvements in network reliability for video contribution. Broadcasters and media organizations can now enjoy operational efficiency, fast test and troubleshoot, and a robust platform for delivering high-quality live video over IP and the cloud.

*"Alvalinks offers real-time, continuous monitoring of network performance and paths in hybrid Cloud and On-prem networks. The ability to characterize the networks in terms of key performance metrics allows operational teams to make quick decisions on the best way to utilize their infrastructure and get ahead of any potential network disruptions"*

*Jay Cherian, Solutions Architect, Media and Entertainment, Google Cloud*

## Accurate Network Intelligence

From source to destination, link management via micro agents deployed along the stream

## Path & Error Visualization

In-depth real time and continuous network analysis, event correlation and network-to-stream information

## Stream Emulation

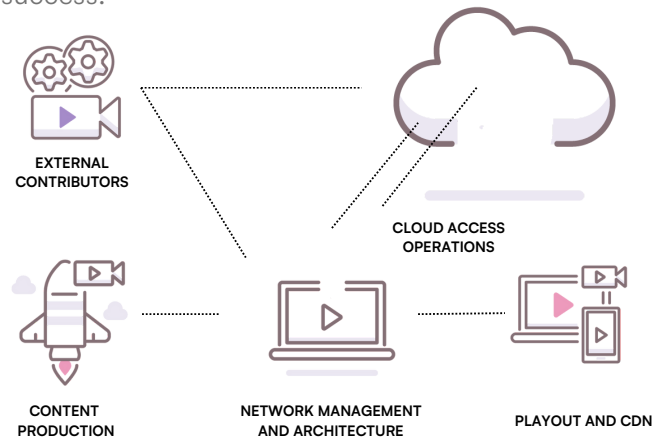Accurately detects dynamic network behavior, and ensures network readiness

## Mapping the Challenges

IP networks are not designed to accommodate the demands of live video streaming. The inherent uncertainties and instabilities of IP networks and clouds pose significant hurdles, including: latency, jitter, packet loss, and reroutes, which can jeopardize the quality and reliability of live streams. As broadcasters increasingly leverage multiple networks, the internet, and cloud services, the challenges only multiply, necessitating robust solutions to address these issues effectively.

*"Cloudrider technology addressed our visibility issues head-on, giving us the real-time data and historical information we need to understand network behavior and ensure quality of service."*

*Ralf Jacob, EVP of Broadcast Operations & Technology, TelevisaUnivision*

Alvalinks' CloudRider adresses the critical issues and tasks at every junction, empowering teams with the RIGHT tools to perform their everyday tasks and achive ongoing reliable and consistent success.



EXTERNAL CONTRIBUTORS

CLOUD ACCESS OPERATIONS

CONTENT PRODUCTION

NETWORK MANAGEMENT AND ARCHITECTURE

PLAYOUT AND CDN

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## SHINE LIGHT ON YOUR VIDEO NETWORK WITH ALVALINKS

**CONTENT PRODUCTION**
Dynamic Environments, Critical Tests, Time-consuming Complexity, Pre-broadcast Setup, Real-time Adjustments, Adequate Toolsets

**NETWORK MANAGEMENT AND ARCHITECTURE**
Quality of Service, Traffic shaping and management Redundant Network Design, Service Provider Management Failover Testing, Capacity Planning and Scalability
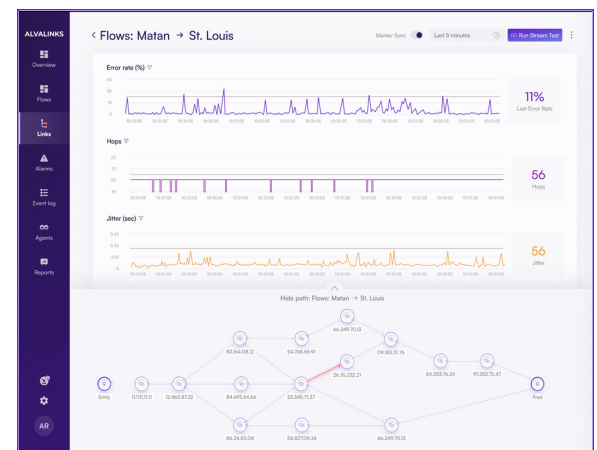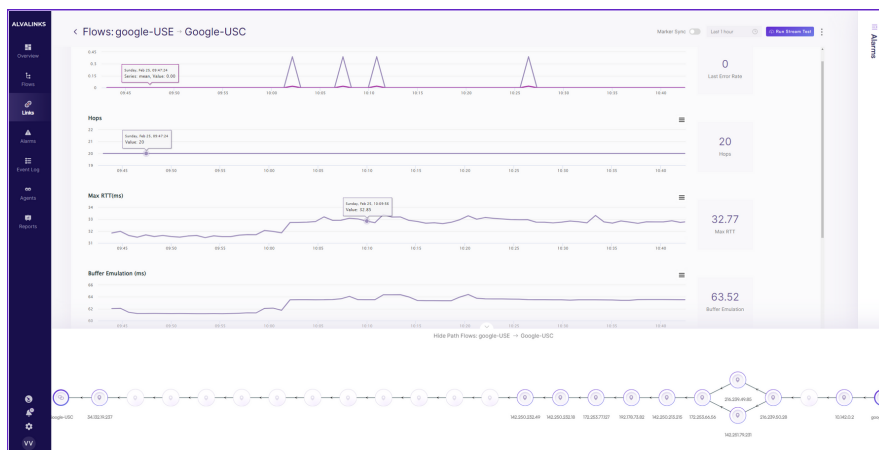
**CLOUD ACCESS OPERATIONS**
Cloud Complexity, Dynamic Traffic, High Expectations Resource Availability, Intercloud Processing, Dynamic Networks

**EXTERNAL CONTRIBUTORS**
Lack of Visibility, Responsibility and troubleshooting, Quality of Service, Comparability

**PLAYOUT AND CDN**
Multi-distribution mechanisms, Visibility, Cost and deployment optimization

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Real-time, continuous monitoring of Network performance and paths in hybrid Cloud and On-prem networks

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