



Changing the game for live video broadcasting

LiveU accelerates delivery times for its custom-branded appliance while reducing costs with improved lifecycle management and total cost of ownership

Transmitting live video from remote locations used to require expensive satellite connections, but video-over-cellular technology is changing the game. At the forefront of this industry shift is LiveU Inc., a New Jersey-based company that offers live broadcast media outlets a resilient, broadcast-quality video uplink while reducing costs and enhancing freedom of mobility in the field.

LiveU's innovative broadcast solution has been used at many high-profile events, including the 2012 U.S. Presidential Campaign, 2011 British Royal Wedding, Academy Awards®, GRAMMY Awards®, Super Bowl, NBA All Star Weekend, Brazilian Carnival, World Cup in South Africa, the 2008 Beijing Olympic Games and London 2012 Olympics.

LiveU owns the patent for cellular-bonded video uplink, and was recognized by CNBC in its Inaugural Disruptor 50 list of companies that "turned their sectors upside-down" and are "meeting a business need in a cheaper, simpler, easier way that is

reliable, repeatable, and scalable."

The turnkey solution includes a server appliance that LiveU leases to customers to process video streams fed by its proprietary backpack and camera-mounted products. As international demand for LiveU's solutions increased, the company needed to reduce lead times for ordering and configuring those servers, as well as minimize the costs and delays that can occur when shipping products into multiple countries.

Seeking a certified, supported server platform

At first, LiveU bought off-the-shelf servers for the appliances and configured them in-house, installing either Linux or Windows Server depending on the relevant application. As the business grew, however, lack of consistency between different customers' hardware configurations became challenging to manage. The company engaged NCS Technologies, a Dell OEM Partner based in Gainesville, Virginia, to provide a standardized solution.

"We decided to look for an OEM partner that could support us globally. Both Dell and NCS Technologies have been very good to us and very accommodating of our needs."

Guy Shamir, Head of Operations, LiveU

Customer profile



Company	LiveU Inc.
Industry	Technology
Country	United States
Employees	130
Website	www.liveu.tv

Business need

LiveU needs an OEM partner to provide a high-quality, consistent server platform that can easily be shipped and supported nearly anywhere in the world.

Solution

LiveU partners with Dell OEM Solutions and NCS Technologies to deliver its custom-branded appliance on the Dell PowerEdge XL server platform with Intel® Embedded processors, extending product lifecycle.

Benefits

- Reduction of 50 percent in average delivery time for appliance solution
- Broad scope of international certifications and warranty coverage
- Reduction of 15 percent in cost of sustaining appliance solution with Dell OEM XL Program and Intel® Embedded processor roadmap
- Custom bezel with logo improves brand recognition
- Threefold reduction in rack density for appliance

Solutions featured

- [OEM Solutions](#)

"We're benefiting from the Intel Embedded processor roadmap and the Dell OEM XL program because they work hand-in-hand to reduce the amount of testing we have to do. Having that quality and consistency reduces our costs."

Guy Shamir, Head of Operations, LiveU

"We initially selected a different server platform, which we used for a while," says Guy Shamir, Head of Operations, LiveU Ltd. "But we quickly realized that it didn't have all the certifications we would need to be able to ship to all the countries where we had customers."

Meanwhile, Shamir received notification that LiveU would be providing broadcast solutions to dozens of international news outlets for their live coverage of the London 2012 Summer Olympics. "We decided to look for an OEM partner that could support us globally and provide us with a hardware product that can be shipped and serviced just about anywhere in the world," he says. "NCS Technologies suggested we use Dell OEM Solutions, while still working through NCS to coordinate the procurement and configuration. That allowed us to easily ship pre-configured hardware internationally."

LiveU decided to base its appliance on the Dell PowerEdge R210 II XL, a 1U rack-mount server that is already pre-certified to comply with international safety standards and regulations concerning electromagnetic compatibility (EMC) and electromagnetic interference (EMI). "The fact that Dell PowerEdge servers carry worldwide safety and EMC/EMI certification makes them a great platform to base our solutions on," says Shamir. "We could have pursued international certifications for our Supermicro-based appliance, but it would have been expensive and taken months."

Global warranty coverage was also a requirement, especially given the need for world-class support in London and subsequently in the 70 other countries around the world where LiveU operates. "We knew we could rely on Dell's global

support infrastructure if anything went wrong at the London Olympics or any other high-profile event," says Shamir.

Fast delivery of a compact, custom-branded solution

LiveU worked with Dell and NCS Technologies to reduce average delivery times for its appliances by 50 percent, making sure that all systems were in place in time for the London Olympics. NCS images the systems as they arrive from Dell, allowing LiveU's IT staff to focus on other tasks.

"Both Dell and NCS Technologies have been very good to us and very accommodating of our needs," says Shamir. "They did everything in their power to shorten the delivery time for the servers—and they were very successful in doing that."

LiveU wanted a solution built on Dell's

Technology at work

Services

Support Services

- Dell ProSupport for OEM

Dell OEM Solutions

Dell OEM Extended Life (XL) program

Hardware

Dell PowerEdge R210 II XL servers with Intel® Xeon® E3-1220X processors

Software

Linux®

Windows Server



standards-based hardware, but with its own branding. The Dell OEM Branding Program puts a LiveU logo on the bezel, improving brand recognition. "The custom bezel makes our branding immediately visible, and the fact that it's orange makes our appliance very easy to identify in the rack," says Shamir. "That's helpful when engineers need to locate the appliance quickly."

Having a compact solution was also critical. "Our customers are happy that we're able to provide a high-performance appliance in a small, 1U form factor," says Shamir. "We ran a lot of tests, and the Dell hardware performed superbly. We're able to offer customers the same or better performance than we were giving them with a 3U form factor server from Supermicro. We can now handle four video streams with a single 1U appliance, improving the rack density of our solution threefold."

A clear, consistent hardware roadmap To minimize the costs of sustaining its appliance solution, LiveU needs consistent hardware configurations with a longer lifecycle than other "branded servers." The Dell OEM Extended Life (XL) program offers an extension to the end-of-life schedule of 12 months past the launch of the immediate replacement platform, improving change management, and component availability and transition visibility. When the next-generation version of the server is released, Dell OEM solutions will continue producing the current model for 12 full months at standard run rates, providing plenty of time for testing and development during the transition.

The Intel Xeon E3-1220X processors in the PowerEdge R210 II XL servers have an Intel Embedded processor option, offering fewer BIOS revisions and minimizing qualifying and testing. This saves time, improves platform stability and simplifies support. "We're benefiting from the Intel Embedded processor roadmap and the Dell OEM XL program because they work hand-in-hand to reduce the amount of testing we have to do," says Shamir. "Having that quality and consistency reduces our costs by about 15 percent."

Adds Michael Ahrens, senior account manager, NCS Technologies: "We steer customers toward the Intel Embedded processor option when it makes sense for them. For companies such as LiveU that offer a custom-branded appliance, it's a great option."

Keeping service quality high with Dell ProSupport for OEM

To ensure a good support experience for customers, LiveU contracts with Dell ProSupport for OEM with Next Business Day onsite response. Specifically designed for the unique needs of OEM customers that resell Dell hardware, Dell ProSupport for OEM provides direct access to Dell experts and 24x7x365 phone support, with a support presence in more than 180 countries.

"We need to be able to solve issues as fast as we can in order to maintain good relationships with our customers and not impact their day-to-day operations," says Shamir. "These servers need to be ready at any moment to stream live events or breaking news. Having our product

based on Dell gives us an advantage because we can provide a fast response and keep service quality high, improving customer satisfaction. In one example, a customer in Singapore needed their server inspected, and LiveU was able to deploy a Dell support representative instantly upon notification from the customer."

Staying ahead in a competitive market The London Olympics coverage was delivered as scheduled, without a glitch. "All the hardware went smoothly through customs and arrived on time," says Shamir. "It all went very well. We get a very stable product with Dell OEM Solutions. The Dell brand is well known for quality, and there's a global network of support built around it. We haven't even used our warranty or support yet, which speaks of the quality of the solution."

In a young market that's evolving quickly, being able to concentrate on innovation instead of hardware is helping LiveU stay ahead of its competition. "Success in our business demands that we stay on the cutting edge of technology," says Shamir. "Working with Dell OEM Solutions and NCS Technologies saves us a lot of time. They are always there for us."

View all Dell case studies at dell.com/casestudies

