Simple, fast, secure

Digital video cloud services pioneer relies on CloudDat™ for safe, fast and easy transmission of data to and from global customers via the cloud

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— *Michael Stattmann, CEO and CTO, castLabs*

Overview

castLabs, based in Los Angeles and Berlin, is a pioneer in software and cloud services for digital video markets around the globe. The company works with customers across film studios, telecoms, entertainment streaming services, airlines and education sectors, providing solutions that enable the secure distribution of premium movie, TV, and audio assets for high-quality video experiences. castLabs helps businesses through the complexities of implementing video technology across a large selection of consumer devices and platforms.

Getting content to market quickly and securely is one of the most important factors for castLabs' streaming service customers. As a result, castLabs requires a data transport method that safely moves digital media assets to and from the company's AWS S3 cloud infrastructure.

Challenge

castLabs customers are typically streaming services that distribute video content from major studios. The studios are very protective of their content and need assurance that the content will not fall into the wrong hands due to lack of security. For this reason, studios mandate a secure method of data transport to and from the cloud.

"If we don't make sure that customer content is secure in its travels to and from the cloud," said Michael Stattmann, CEO and CTO at castLabs, "then we aren't doing our job."

The streaming service companies work with castLabs for content processing, which includes encoding/transcoding and encryption of video assets into on-demand DRM-enabled adaptive streaming formats. castLabs uses its own Video Toolkit cloud service for high-quality content processing, but needs an outside solution for fast and secure transfer of files that can number in the thousands and be anywhere from

megabytes to gigabytes (GBs) in aggregate size. castLabs needs the solution of choice to be cost effective, and easy to implement and use.

Solution

In 2015, castLabs searched for a new data transport solution that was secure, quick and easier on the wallet. The company decided on CloudDat™ for AWS from Data Expedition, Inc.® (DEI®), which met those requirements and many more.

With CloudDat, files that move to and from castLabs' AWS S3 cloud infrastructure are encrypted and secure during the entire transmission to the AWS storage space "sublet" for each customer. castLabs also finds CloudDat to be very flexible, enabling them to write a simple application that manages all users and permissions. This lays out which users can access which AWS buckets and prevents files from landing in the wrong buckets or heading out of the cloud to the wrong customer – all of which protects customers' digital media assets.

Streaming service companies send castLabs anywhere from hundreds to thousands of files in batches for content processing with individual files reaching over 150 GBs. CloudDat can move that data to and from the cloud at up to 2 gigabits per second per file, fully utilizing all available and allocated bandwidth. This is an inherently unique feature of CloudDat and its Multipurpose Transaction Protocol® (MTP™/IP) backbone.

Since castLabs opted for a perpetual license for CloudDat, there are no hourly charges and, of course, no bandwidth or per-gigabyte charges. The company can move as much data as they want 24/7 for a fraction of the cost of competitive solutions. castLabs also notes that using CloudDat is very simple. "CloudDat was easy to implement, and once we did, we no longer had to think about it. It just works," said Stattmann.

For example, the company needed to ingest thousands of movie and TV episode assets from an in-flight entertainment service for processing. With the speed of CloudDat, multiple users from around the globe were able to upload content data to castLabs, to have the files processed for end-user streaming, and returned the processed files to the customer – all with assurance that the files were transmitted securely in both directions.

CloudDat is invisible to castLabs' customers, but it is nonetheless an essential part of the equation to make castLabs a trusted, top-notch service provider. castLabs is very confident relying on CloudDat as a mission-critical application that solves a very specific problem for the company – and does it simply, quickly, securely, and cost-effectively.

About Data Expedition, Inc.

Data Expedition, Inc.®(DEI®) is the creator of the world's only data transport software that instantly adapts to fully utilize any network path, maximizing the throughput of existing network infrastructure. Since 2000, DEI has provided data transport solutions to the world's largest companies across nearly every continent and industry. The company's patented MTP™/IP technology uses unique flow-control and error recovery algorithms to achieve high-network efficiency across all IP networks. Companies using DEI's solutions can automatically transport data as fast as the underlying infrastructure will allow without human intervention at a fraction of the cost of other solutions. For more information or to download a FREE trial of ExpeDat for the cloud, please visit www.DataExpedition.com.
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