

Tulix Improves Performance and Reduces Costs with MIRO Controller

Tulix Systems provides streaming, digital distribution and monetization solutions to allow content providers to reach their audiences. Faced with a growing customer base, escalating streaming video consumption and fluctuating carrier traffic congestion, the company needed to optimize its networks in order to deliver its customers' streaming video services to viewers around the world without latency or jitter.

BUSINESS CHALLENGE

Broadcasters and other content providers have reacted to the cord-cutting trend by ramping up their efforts to reach consumers directly over the Internet. This has increased demand for solutions that can give them the technical capability to stream and monetize their content. The new consumption model has also placed greater capacity demands on the networks that deliver streaming video services.

As a solutions provider relying on multiple carrier networks to deliver streaming video services, Tulix Systems needed help managing traffic so it could stay in front of these trends and ensure maximum video quality for viewers anywhere in the world at all hours of the day.

Following a review of multiple options, Tulix Systems selected INAP's Managed Internet Route Optimizer™ (MIRO) Controller over all other options in the market.

SOLUTION

Tulix Systems deployed MIRO Controller appliances on three different networks it uses to deliver streaming services for its customers. MIRO Controller is an on-premise appliance that continuously monitors multi-carrier networks for latency, packet loss, route stability and congestion and dynamically routes traffic over the fastest available path.

BUSINESS IMPACT

MIRO Controller balances capacity across Tulix's carrier networks, optimizing performance and reducing bandwidth costs. The company has experienced increased efficiency, no longer needing to manually distribute traffic and is now able to respond immediately to slowdowns and outages. The end result is optimized video quality and an enhanced viewing experience.

TULIX
SYSTEMS

“Network performance is at a premium for our customers and their end users, who will stop watching if their programs are subject to latency or interruption. MIRO Controller lets us handle heavy network traffic automatically and intelligently, ensuring that we can consistently deliver full-quality content.”

-George Bokuchava
CEO and president at Tulix

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