

# ScreenPlays

February 2008

STRATEGIC INFORMATION FOR THE BROADBAND MARKETPLACE

## Camiant Brings New Flexibility To Managing Video Edge Gear

BY FRED DAWSON

**C**amiant has added new flexibility to cable MSOs' next-gen network deployment strategies by making it possible to unify management of multiple vendors' edge resources for video services under a single system.

Camiant, long a leading supplier of policy management solutions tied to the cable data infrastructure, last year said it was applying its technical know how to managing allocation of bandwidth and other quality-related resources to switched video applications at the edge of the network. Now the company has announced that its Universal Edge Resource Manager has been integrated to work at the management layer with universal edge QAMs (quadrature amplitude modulators) supplied by Arris, BigBand Networks, Ericsson-Tandberg, Harmonic Inc. and Motorola.

"These are the ones we've announced, and we have integrated with others which we are not able to disclose," says Ed Delaney, executive vice president for marketing and business development at Camiant. "This is a milestone that validates how ready the cable market is to deploy edge resource management technology."

Driven by the need to support switched digital broadcast and unicast delivery of video services in combination with DOC-

SIS-based data and voice services the industry is strongly committed to rolling out next-generation intelligent edge QAMs, which are designed to flexibly modulate signals from any combination of service categories onto 6 MHz RF channels over the hybrid fiber-coax distribution network. But it's a methodical process requiring many trials and lab tests, somewhat analogous to the time-consuming efforts associated with digital voice and video-on-demand rollouts, Delaney says.

Having the ability to manage how edge devices from multiple vendors allocate bandwidth resources not only gives operators greater freedom to choose the most appropriate products for SDV and other video applications, Delaney notes. It also provides them the ability, through the Camiant platform, to dynamically allocate bandwidth across all service categories from a single resource management system.

"Operators require dynamic resource management at the edge for video to avoid having to over commit bandwidth for any one application," Delaney says. "At the same time, by using our policy servers to manage and control bandwidth dynamically across data and voice services as well, they can future proof the control plane intelligence by having everything in one management domain."

A key to the future proofing aspect of

this strategy is the sophistication of the Camiant rules engine, which allows operators to continually create new policies for resource management as they add new applications. "Most people when they think about an edge resource manager recognize it has to interface with the edge device and session manager for SDV and VOD," Delaney says. "But for Camiant that's just the beginning. The heart of our platform is the rules engine, which controls the way policies are implemented. This is a feature-rich environment that allows you to quickly develop rules and push them down to edge devices with assurance that your apps will function consistently."

A new deal between Camiant and SeaChange International represents still another way in which the single resource management paradigm can be extended to streamline operations across multiple services. Integrated with SeaChange's Axiom VOD software, Camiant can guarantee QoS for all or for selected sessions (e.g. premium VOD). This permits enhanced content delivery, advertising personalization and improved on-demand services over dynamic network infrastructures, Delaney says.

"The driver here is HD," Delaney says. "When you add HD to the VOD streams, you have an opportunity to allocate resources dynamically to gain efficiency." ■