

Camiant Unveils Policy Product for Cable IP Video

Extending its role supplying policy-based quality of service controls for broadband data services, Camiant has introduced a new product designed to intelligently allocate IP access network resources where cable operators are rolling out switched digital video.

Called the Universal Edge Resource Manager (UERM), the new product is designed to maintain a stateful view of network edge bandwidth and other resources. Cable operators then can use that view combined with policy rules to dynamically allocate resources to IP-based switched digital video (SDV) linear channels or VOD as subscribers request those services.

"It was a natural for us to do this on video side because of our expertise on the Internet side," where diverse protocols and quality of service (QoS) complexities actually involve greater policy challenges than are presented in the video network, said Susie Kim Riley, founder and chief technology officer for Camiant. "The value we're really bringing is a policy rules engine to enable control of how network resources are utilized. Bringing policy intelligence into the video network will enable more channels in a switched environment or for expanded VOD content."

Riley said Camiant is working with several customers and with SDV platform suppliers in preparation for trials this year. "We are expecting deployments to begin at the end of the year and early next year," she said. "We're confident this is not a two-year trial period dragging on," because policy-based resource management is "very complementary" to SDV deployments already underway.

The UERM is tailored to operators who are deploying or contemplating deployment of modular Cable Modem Termination Systems (CMTS) and universal QAM (Quadrature Amplitude Modulation) products that are core to pushing IP video services closer to the end customer. More than a year of trials and commercial SDV deployments by Time Warner Cable and other operators have produced a consensus that such edge architectures – which encapsulate IP video in existing QAM channels – will produce substantial operational efficiency gains and infrastructure cost reductions while leveraging IP's ability to provide highly personalized unicast video, as well as mass audience multicast video, to subscribers.

"We enable operators to roll out SDV in a more scalable manner by providing a way to roll out linear and on demand together," Riley said. "We think it will accelerate SDV."

With Camiant's Multimedia Policy Engine providing QoS controls to high-speed data services and the UERM providing QoS controls to video services, "We'll continue innovating from a policy perspective for operators to fully leverage their networks, as well as leveraging their content across both their data and video networks," she said. "The data and video networks are still somewhat siloed, but as you go to modular CMTS, you'll see a collapse of the two into a more common framework."