Streaming Media Company Saved Revenue Using Sawmill

A Case Study

September 2008

Summary

The Sawmill Consultants worked with a large streaming media company, that delivers live and on-demand video content over the Internet, and is fully integrated with Akamai's global content delivery network, and provides a strong technical and support infrastructure. It offers a publishing system that manages, monetizes and measures targeted Internet TV channels and streaming video libraries. It delivers over 3,500 live Internet broadcasts each month and services over 1,000 customers around the world. Sawmill identified a problem with their billing system that caused them to underestimate customer bandwidth, generating additional revenue per month.

Implementation areas of impact

In a short period of time, we worked with the engineering team onsite to integrate Sawmill into their existing environment. A very complex system was partially replaced by using Sawmill's extensible architecture, robust parsing plug-ins and filtering capabilities to reduce development time. A substantial increase in log processing speeds were seen, in many instances by 6-8 times the existing system, in turn improving overall data availability.

Cost

The reports showed a consistent under billing of bandwidth, that when corrected, will more than pay for the up front costs associated with the consulting work done. In some cases, a large return will be seen as their business continues to grow.

Cost Effectiveness

With Sawmill, you can install it on your existing hardware and monitor your current network. You can run reports immediately for your onsite assessment of compliance. We offer standard support and also premium support. Our premium support engineers can help you refine your reports and optimize Sawmill's performance, so that you can keep ahead of any security problems. Before you pay for a costly security solution or audit, you will want to see for yourself how your data is being accessed.

Sawmill combines the internal controls and reporting that you need to help keep your customer's data protected. In order to keep your customer's trust, you can use Sawmill as part of your internal infrastructure to keep compliant on a day-to-day basis.