Capgemini
CONSULTING.TECHNOLOGY.OUTSOURCING

WAMS: in Practice

Hans Harts, Lead Developer
Vassil Stoitsev, Technology Consultant

Introduction

Hans Harts

hans.harts@capgemini.com

Lead Developer AppCenter

Vassil Stoitsev

vassil.stoitsev@capgemini.com

Technology Consultant

Copyright © Capgemini 2013. All Rights Reserved

Contents

- Introduction
- Windows Azure Media Services
- Demo: Windows 8
- WAMS in Practice
- Demo: Windows 8
- 3 Take-aways

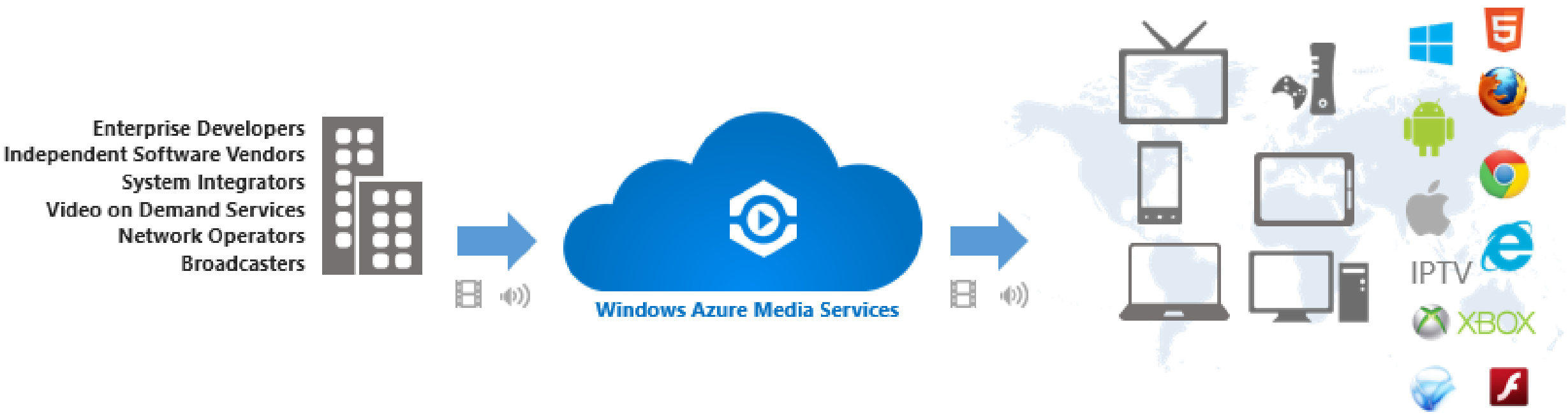
Challenges

- Infrastructure costs
- Managing costs
- Monetizing contents
- Digital Rights Management
- Security

Copyright © Capgemini 2013. All Rights Reserved

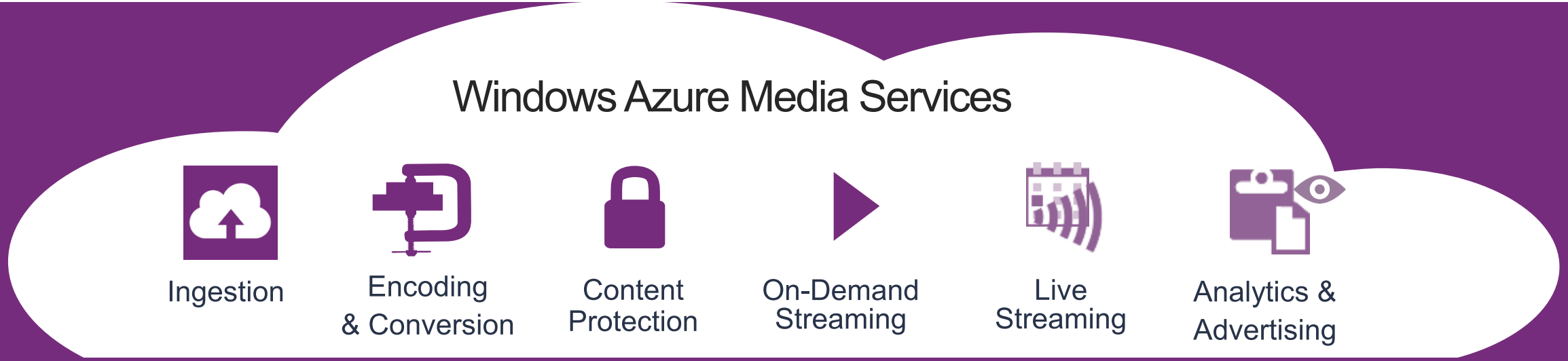
Windows Azure Media Services

WAMS General



Copyright © Capgemini 2013. All Rights Reserved

WAMS Components



WAMS Components

Windows Azure Media Services

Ingestion

Ingestion

Pre-encrypt files prior to uploading(AES 256)

Secure HTTPS upload

Network level peering for fast HTTP into Azure

Fast upload using UDP with Aspera

Bulk ingest support

WAMS Components

Windows Azure Media Services

Ingestion

Encoding
& Conversion

Encoding
& Conversion

Windows Azure Media Encoder

Supports encoding to H.264 or VC-1 video

Encodes audio to AAC-LC, HE-AAC, Dolby DD+, WMA

Packages to MP4, HLS, Smooth Streaming, HDS, WMV

Partner SDK for enabling ‘build-in’ encoders

WAMS Components

Windows Azure Media Services

Ingestion

Encoding
& Conversion

Content
Protection

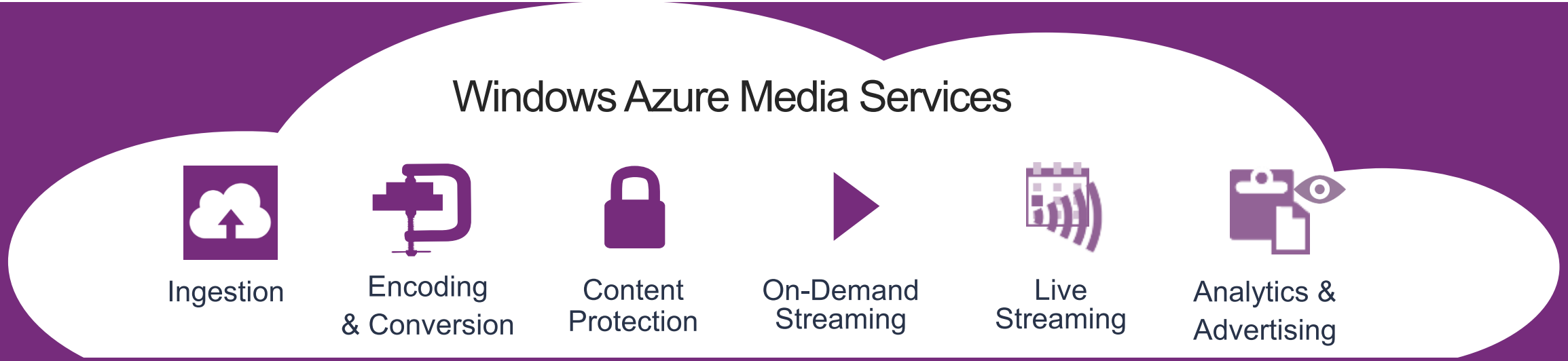
Content
Protection

Windows Azure Media Encryptor

Sources from Smooth Streaming or Apple HLS

Encrypts with PlayReady, Common Encryption, AES

WAMS Components



On-Demand Streaming

Windows Azure Media Origin

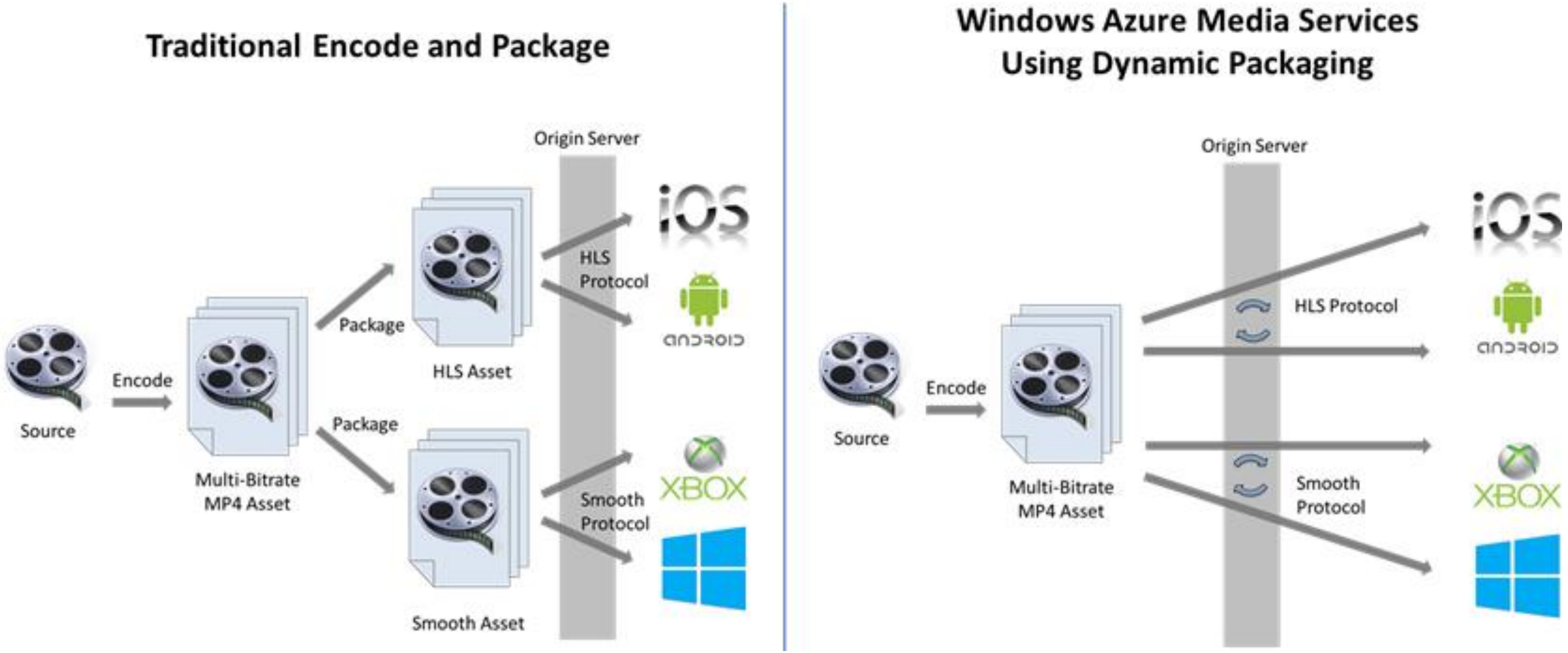
Managed streaming service… it just works!

Guaranteed bandwidth. Auto recovery/redundancy. High Availability

Integrated Azure CDN support

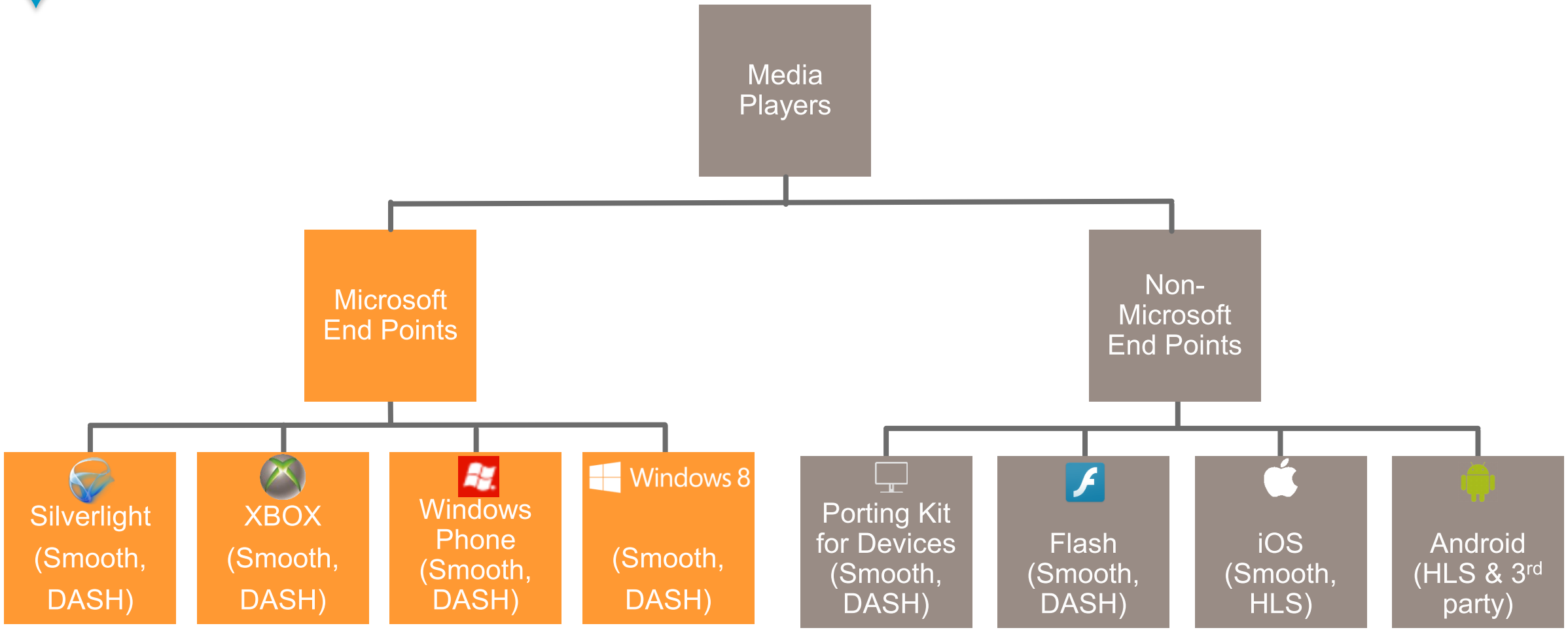
Dynamic Remux support for standard MP4 files

Encoding with WAMS



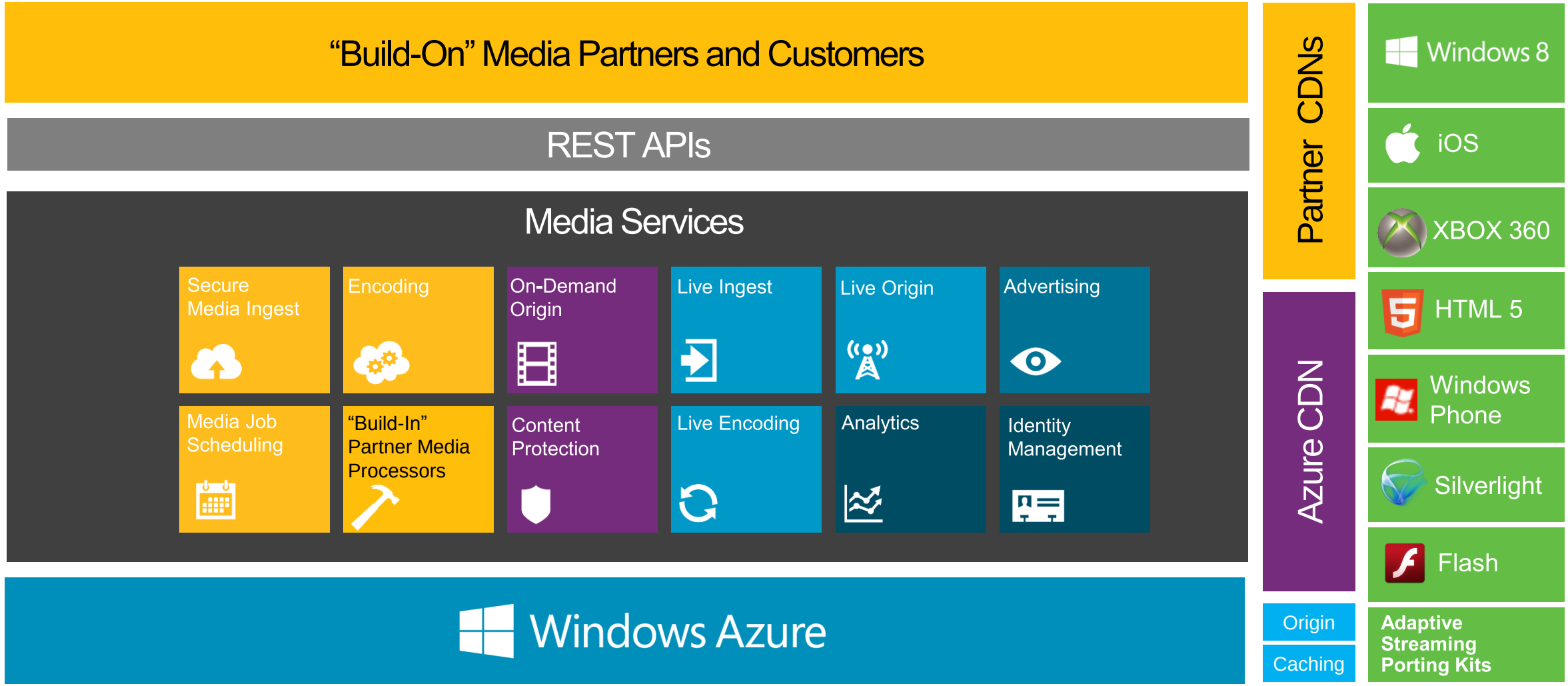
Copyright © Capgemini 2013. All Rights Reserved

Reach Story



Copyright © Capgemini 2013. All Rights Reserved

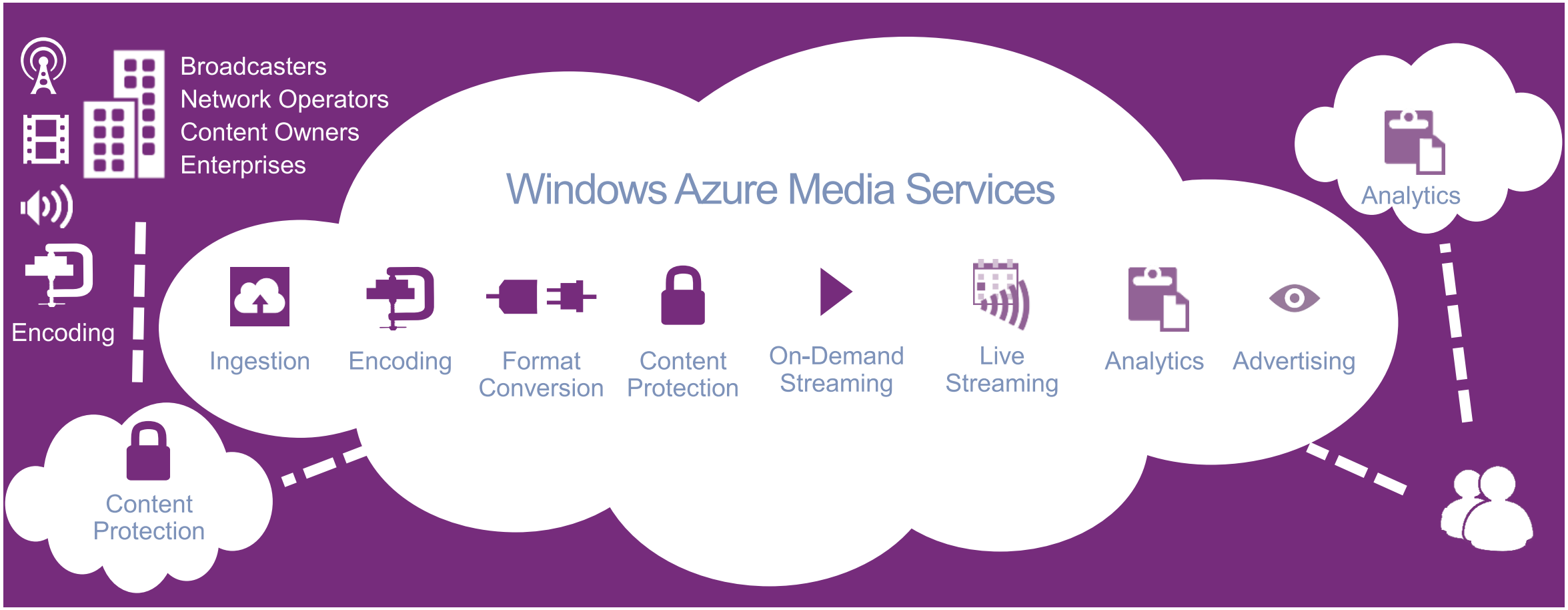
WAMS Architecture



Copyright © Capgemini 2013. All Rights Reserved

How Can I Use Media Services?

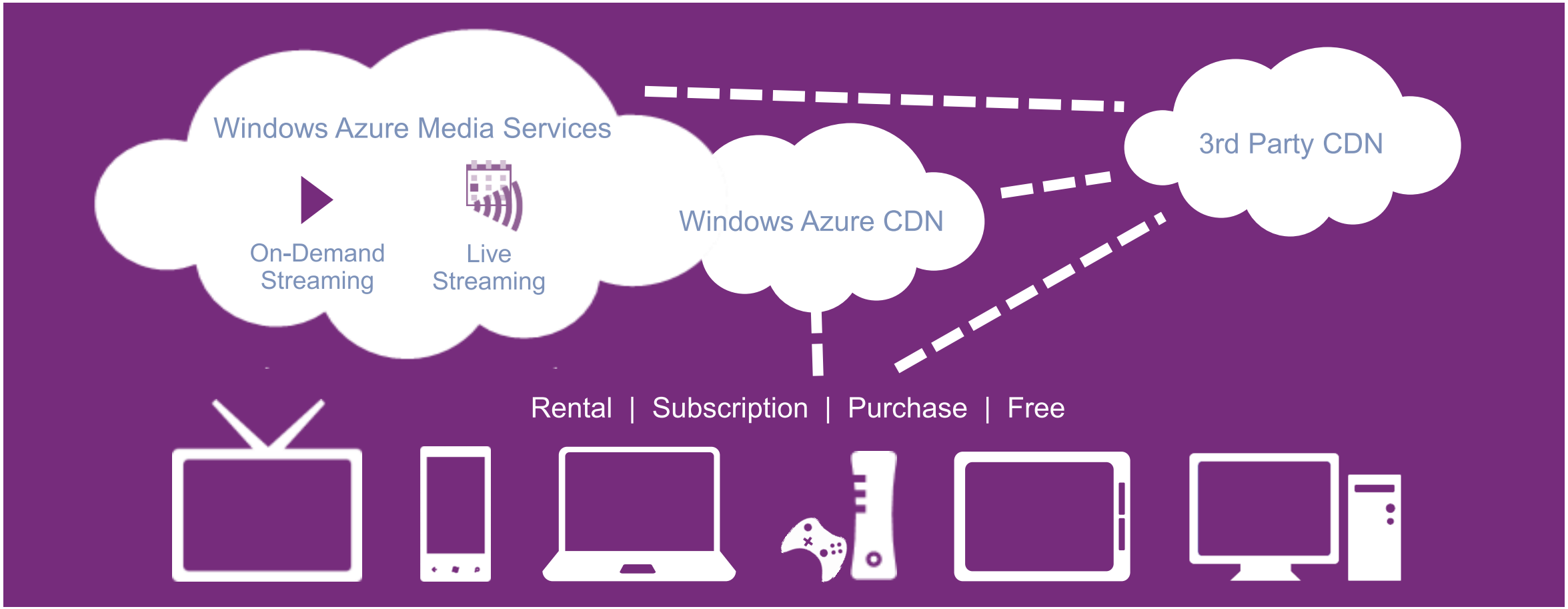
Combine with On-Premises or Other Network-based Resources



Copyright © Capgemini 2013. All Rights Reserved

How Can I Use Media Services?

Address all the Scenarios and Devices/Platforms you care about



Copyright © Capgemini 2013. All Rights Reserved

Demo: Windows 8

WAMS in Practice

Application functionality

- Support for strategic business programs
- Creation and visualization of transformation roadmaps
- **Playing/recording of video messages**
- **Distribution of text and video messages**
- Visualization of real-time information concerning budgeting and planning
- Multi-platform support

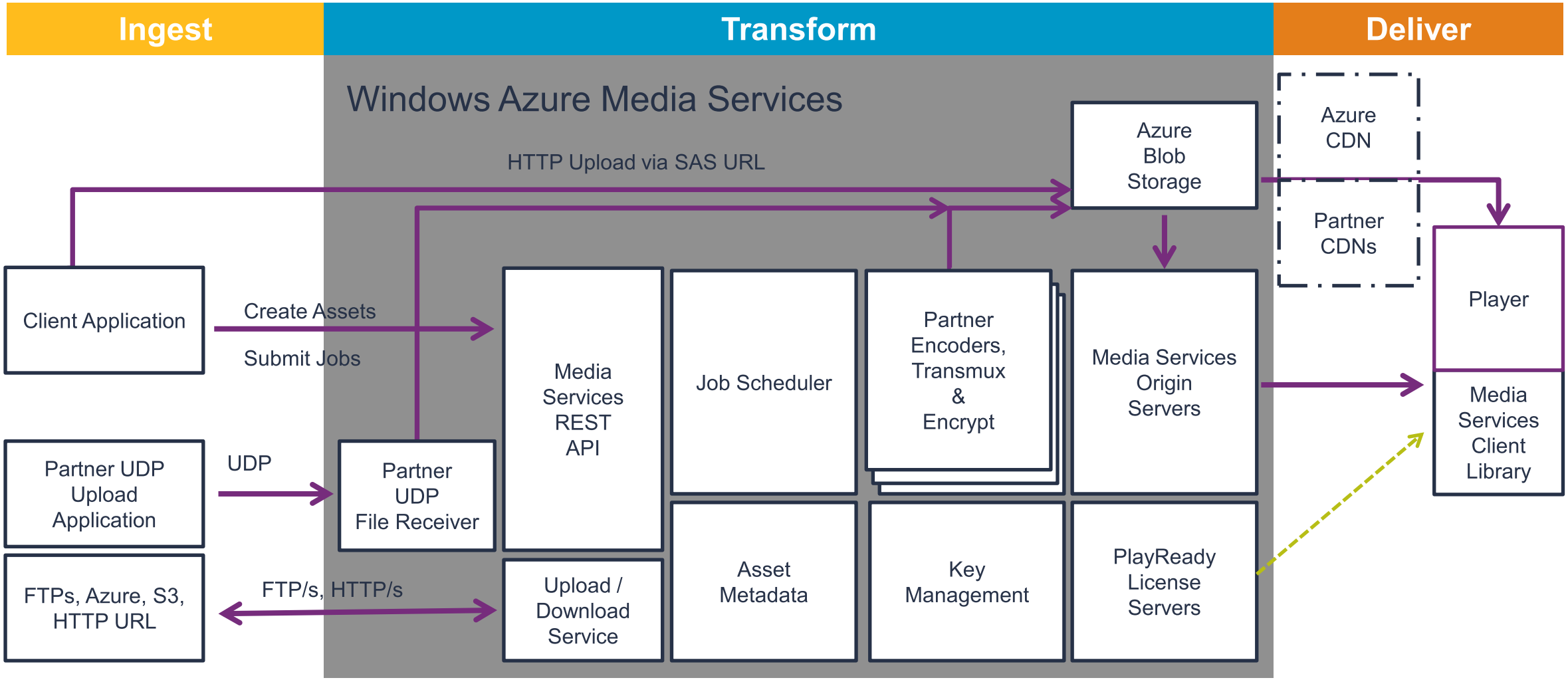
Copyright © Capgemini 2013. All Rights Reserved

Why WAMS?

- Application development started before the release of WAMS
- Problems with encoding/converting the different file formats
- WAMS as a solution to the problems with recording videos

Copyright © Capgemini 2013. All Rights Reserved

WAMS internal workflow



Copyright © Capgemini 2013. All Rights Reserved

Future improvements

- Auto-scaling
  - Reactive rules using MEL 5.0 Integration Pack
- Caching
  - Azure CDN or 3rd party provider
- Push notifications
- DRM
  - PlayReady

Copyright © Capgemini 2013. All Rights Reserved

Demo: Windows 8

Wrap-up

Wrap-up

- What is WAMS?
- How to use WAMS in practice?
- Using WAMS with Windows 8 and iOS

Copyright © Capgemini 2013. All Rights Reserved

Questions

hans.harts@capgemini.com

vassil.stoitsev@capgemini.com

http://www.linkedin.com/pub/hans-harts/12/786/ba

http://www.linkedin.com/in/stoitsev

http://www.windowsazure.com/en-us/home/features/media-services/

Copyright © Capgemini 2013. All Rights Reserved

People matter, results count.

www.capgemini.com

The information contained in this presentation is proprietary.
© 2012 Capgemini. All rights reserved.