Energize Your Network

Cache – Making the Difference in the Real Broadband World

Gilad Peleg, VP Marketing & BD
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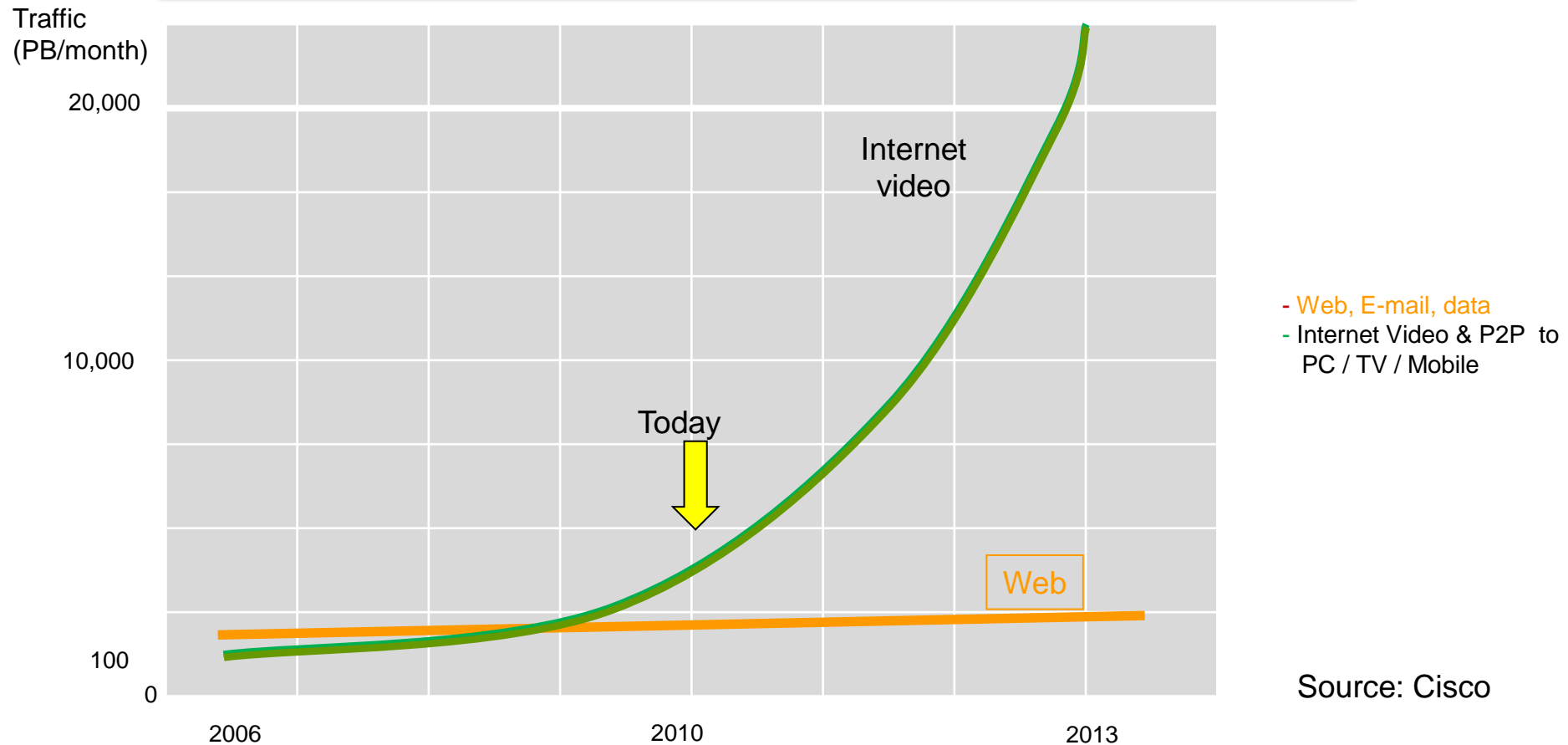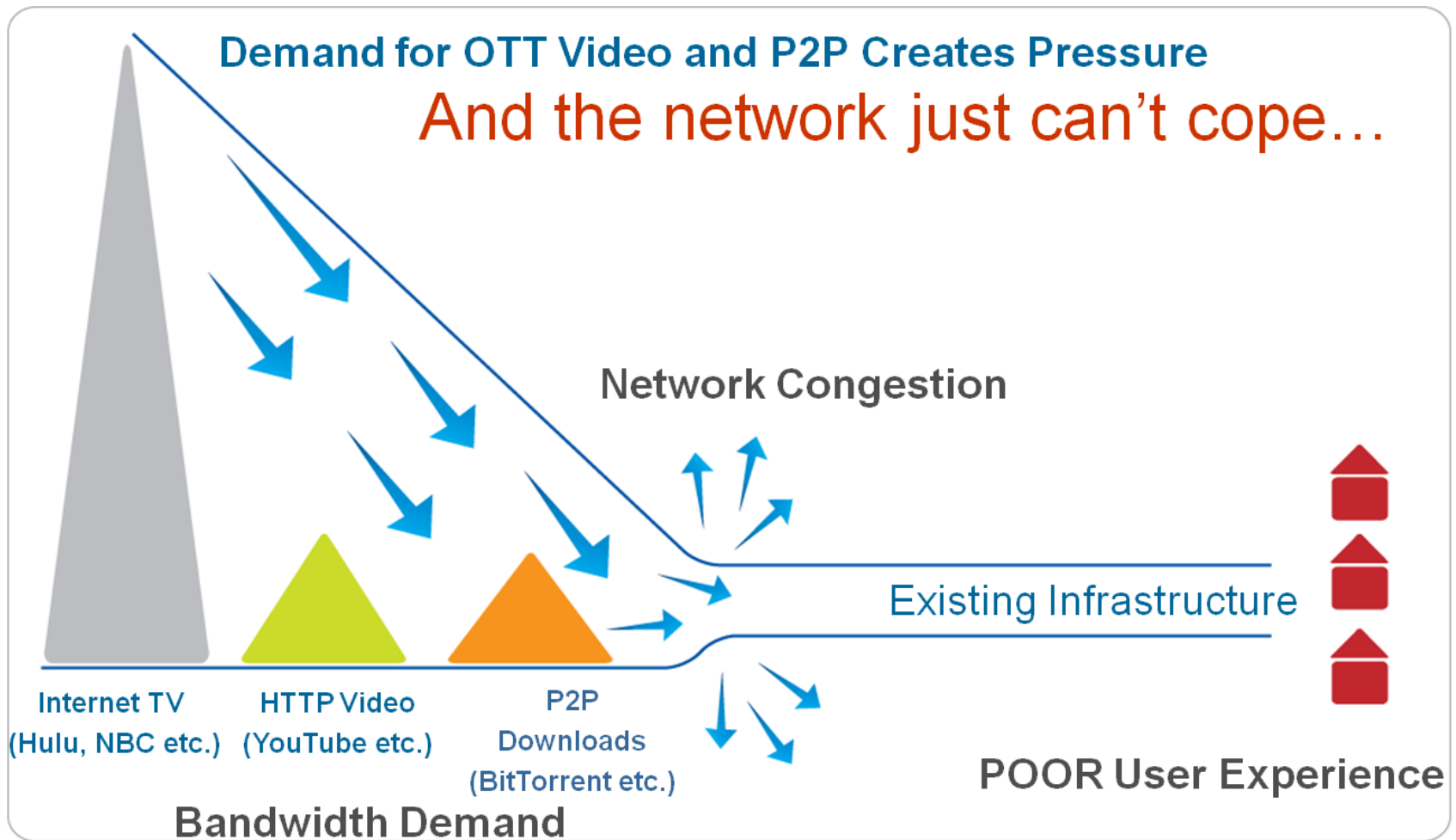content. storage. delivery.

Newark International Airport – Jan 3rd

Exponential Traffic Growth

Over the next three years, users will source most of their video content from the Internet and in HD

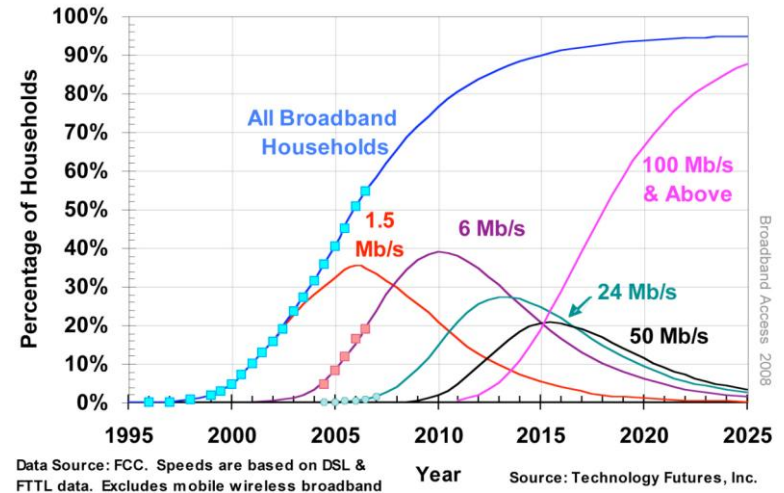Traffic (PB/month)

Internet video

- Web, E-mail, data
- Internet Video & P2P to PC / TV / Mobile

Today

Web

20,000

10,000

100

0

2006   2010   2013

Source: Cisco

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The Bandwidth Challenge - Bottlenecks

Demand for OTT Video and P2P Creates Pressure

And the network just can't cope...

Network Congestion

Existing Infrastructure

Internet TV (Hulu, NBC etc.)   HTTP Video (YouTube etc.)   P2P Downloads (BitTorrent etc.)

POOR User Experience

Bandwidth Demand

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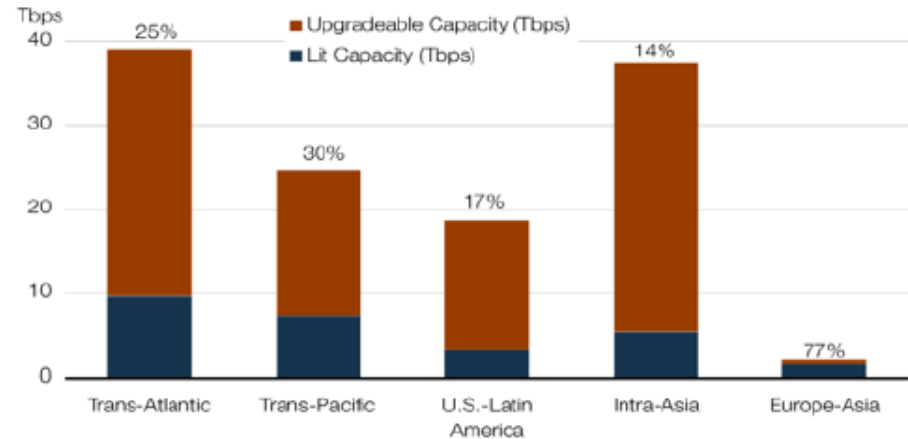# What Needs to be Done?

- Broadband access network investment
  - $45B next 5Y (Ovum)
  - Half of that on FTTx

- 30% of trans-Atlantic bandwidth is already utilized (Telegeography)
  - New cables are and will be deployed

U.S. Broadband Households by Nominal Data Rate

Data Source: FCC. Speeds are based on DSL & FTTL data. Excludes mobile wireless broadband

Source: Technology Futures, Inc.

Lit versus Potential Capacity on Major Submarine Cable Routes, 2008, Telegeography

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The Operator's Challenge

Online sales of media content	Operator share	Required infrastructure investments ($bn)

$ billions

$ 0

137

Despite falling cost of bandwidth

72

ISP

Planned   Needed

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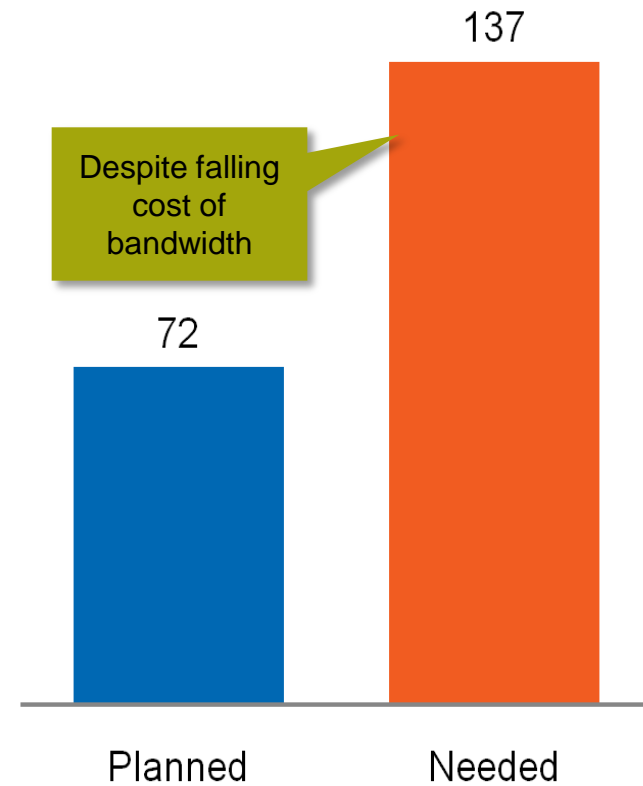
The Operator's Solution - OverCache
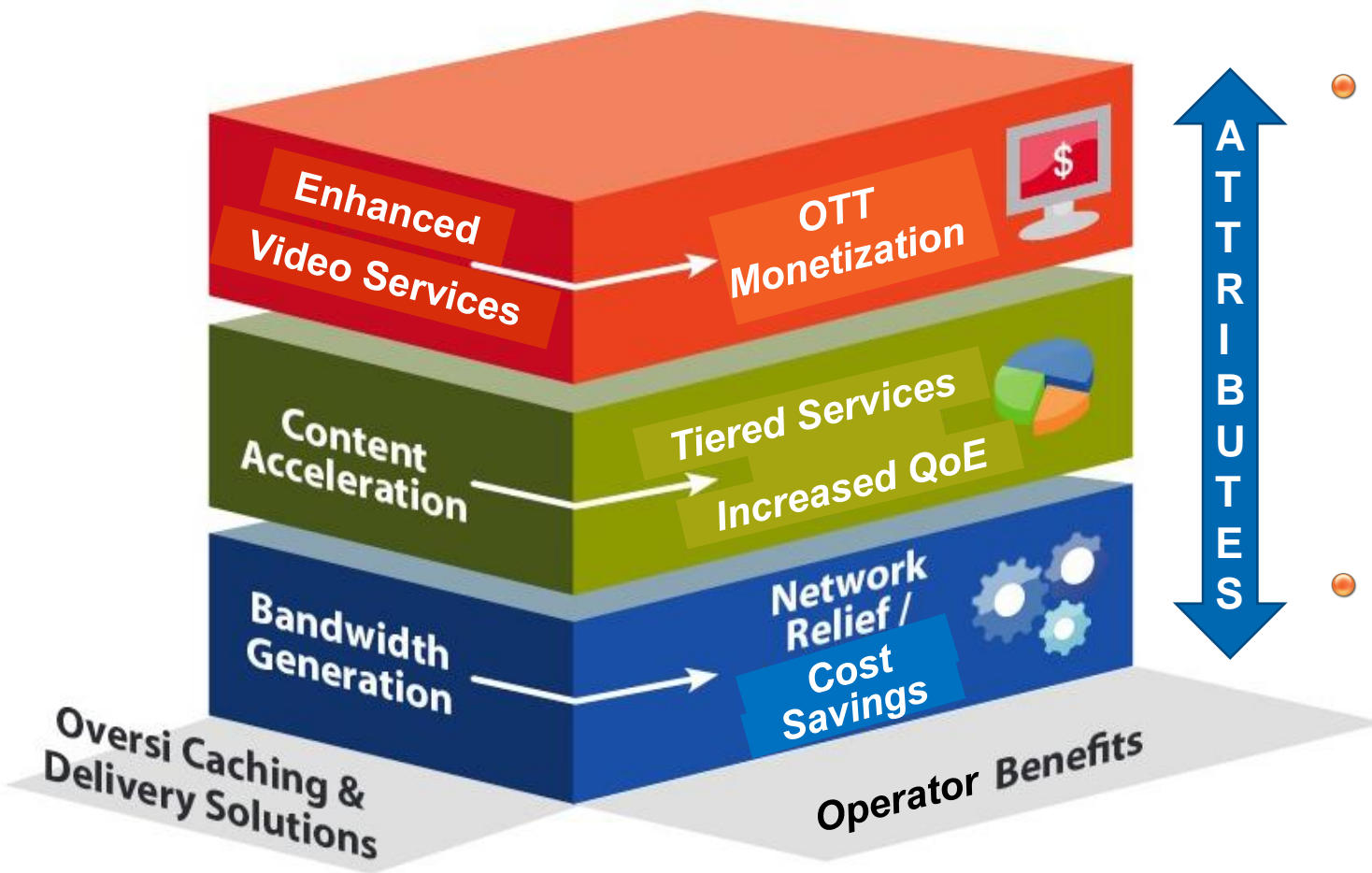
Assuring **User Experience**

Crucial to Broadband **Networks**
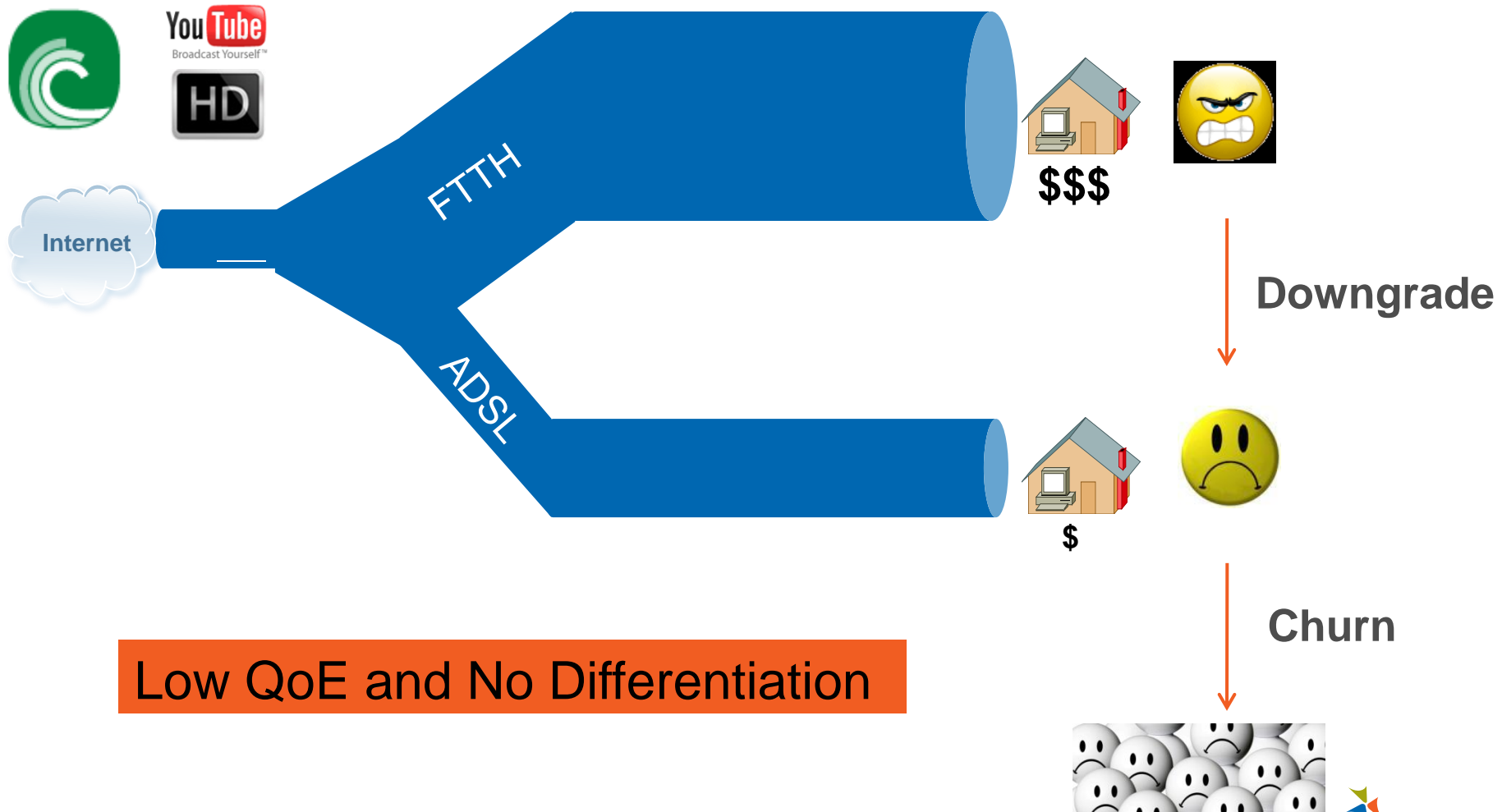
Case Study – APAC FTTH Operator

- Tier-1 operator launched FTTH network in 2006
  - Subscribers on FTTH network were not satisfied
  - Customers complaining to service center

- Deployed OverCache for P2P and Internet video cache in mid-2008 dedicated to FTTH subscribers
  - Customer satisfaction was tremendously improved
  - *"…strong growth in FTTx subscriptions"*
  - Subscriber count **tripled** since OverCache was introduced
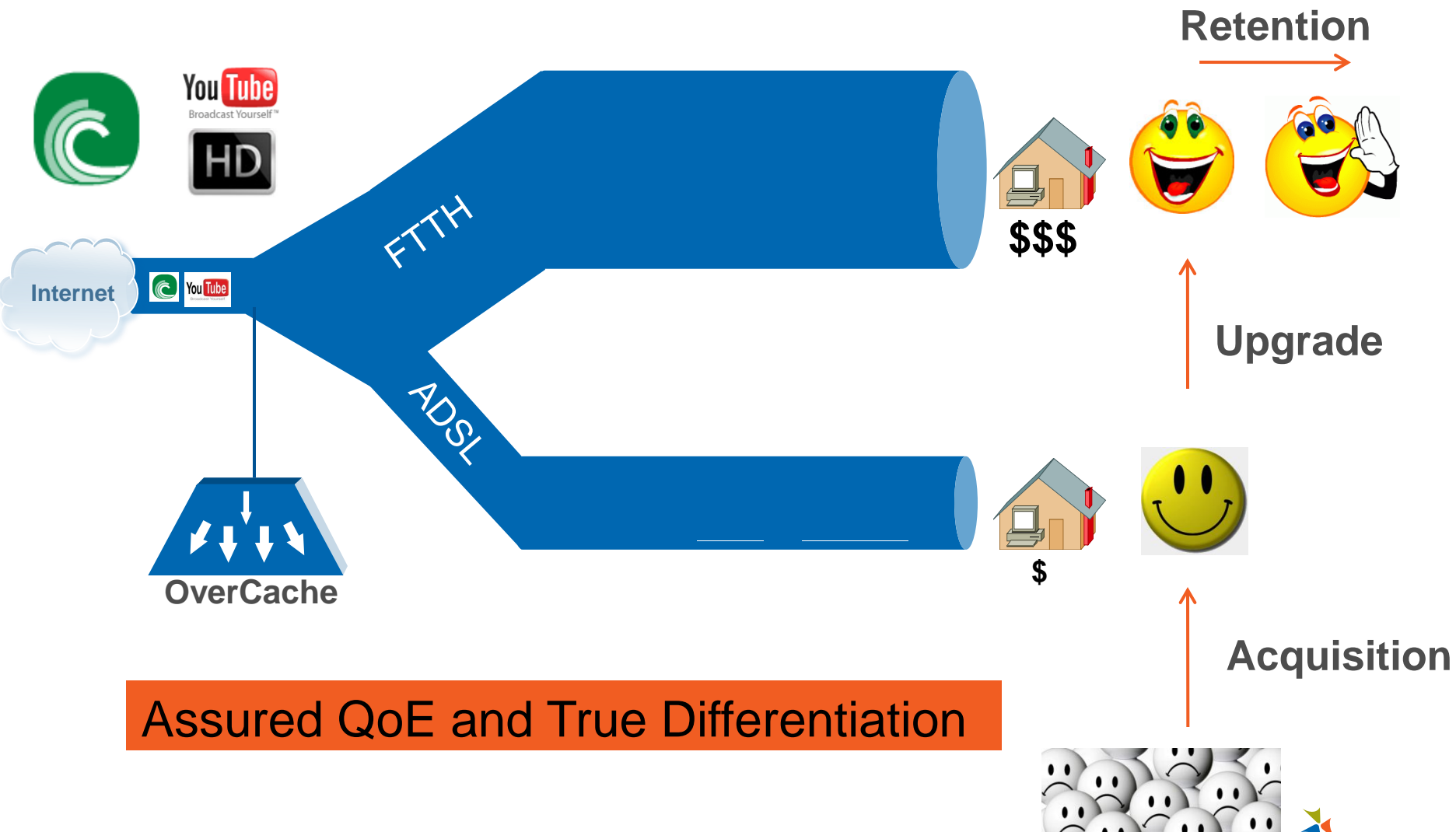   - 75% of FTTH additions are upgrades

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Tiered Services **Without** Cache

FTTH

ADSL

Internet

$$$

$

Downgrade

Churn

Low QoE and No Differentiation

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Tiered Services <u>With</u> Cache

Internet

FTTH

ADSL

OverCache

$$$

$

Retention

Upgrade

Acquisition

Assured QoE and True Differentiation

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Cache System Requirements

- Support Internet Video and P2P (including encrypted)

- High capacity (cost-effective) scalable to 10x Gbps

- High cache efficiency
  - Cache-hit-ratio
  - Cache gain

Cache-In vs. Cache-Out

46x Cache Gain
Saving 7.4Gbps BW

Cache Hit Ratio

80% Cache
Hit Ratio

- Carrier grade - flexible, resilient and seamless integration into operator networks

- Hierarchical distributed cache with global control
  - Overcoming bottlenecks throughout the network
  - Bringing popular content close to consumers

- Discoverable non-spoofing cache as defined by P4P/IETF

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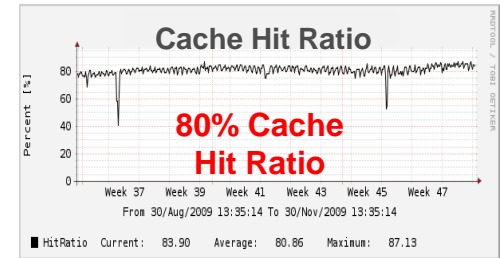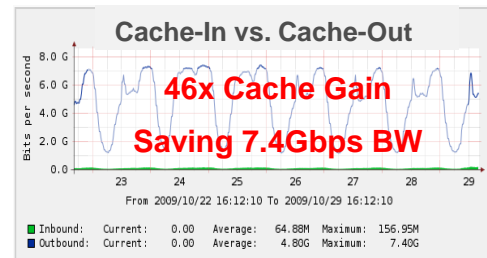
Oversi - Revolutionizing OTT Video

Cache solution provider of choice for Tier-1 operators – fixed and mobile	Pioneer of Internet video and P2P caching solutions
Founded in 2004	40 telecom, web and video experts
Global cache expert, exponential growth	Serving 20 million users worldwide Deployed sites of over 15Gbps
Financially sound, strong investors	Carmel Ventures, Cisco®, smac
Global presence, channels and partners	Asia-Pacific, LATAM, EMEA

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Thank You For Listening

Gilad Peleg

www.oversi.com

info@oversi.com

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