

## Complete Reliability and Assurance

Global media technology company integrates Data Expedition, Inc. software into its solutions for seamless data transfers to and from the cloud

*“When we first used Data Expedition’s ExpeDat, it gave us 10X or more transfer speed. Our first reaction was, ‘Are we really seeing the right thing?’”*  
— Srividhya Srinivasan, co-founder, Amagi

### Overview

Amagi is a pioneer in cloud-managed broadcast services and targeted advertising on TV and OTT. The company has deployments in more than 40 countries, managing 80+ feeds. As innovators in the way networks and brands perceive content delivery and monetization, Amagi has revolutionized broadcasting with next-gen cloud technologies. With 12 terabytes of download and 2 terabytes of upload across all customers each month, Amagi needed a reliable solution with a sustainable pricing model, not based on their bandwidth or number of users.

### Challenges

In 2013, Amagi evaluated different companies to help them transfer huge amounts of content through Amazon Web Services (AWS) and across the globe as fast as possible. They were aware of UDP-based services that could do the job, and a simple Google search led them to three different companies with options they wanted to explore further. One of those was DEI, a company with a unique and competitive solution, ExpeDat, built on DEI’s proprietary and Emmy®-award winning MTP/IP transport protocol. For Amagi’s TV network customer base, and the sheer number of data transfers they facilitate, they were attracted to the software’s ease of use, speed, and pricing model that included a perpetual license.

### Results

According to Srividhya Srinivasan, Amagi’s co-founder, ExpeDat is seamlessly integrated with existing workflows for content transport across Amagi’s infrastructure platforms on AWS, and provides complete assurance that data will be transferred as reliably and as fast as their connection allows. The partnership works, with no issues around data integrity or transfer speed.

“Perceptually and visually, our customers do not know we are using ExpeDat,” she said. “But they do know, if they are working with Amagi, their data transport is going to be quite fast and we will take care of transferring their content anywhere around the globe.” This particular proof point led to ExpeDat being fully integrated into Amagi’s ecosystem, including the latest version of their cloud-based channel playout platform for content delivery, CLOUDPORT. And with ExpeDat, Amagi is able to fully utilize bandwidth and reliably navigate networks that pose challenges to legacy TCP-based transport.

“ExpeDat just works,” Srividhya added. “We have never had a case where we had any limitation or issue with scaling or anything else, and support has been quite fantastic. As we focus more and more on our own solutions, the data transport part is something we just take for granted that Data Expedition will solve.”

#### **About Data Expedition, Inc.**

Data Expedition, Inc.®(DEI®) is the creator of the world’s only data transport software that instantly adapts to fully utilize any network path, maximizing the throughput of existing network infrastructure. Since 2000, DEI has provided data transport solutions to the world's largest companies across nearly every continent and industry. The company's patented MTP™/IP technology uses unique flow-control and error recovery algorithms to achieve high-network efficiency across all IP networks. Companies using DEI's solutions can automatically transport data as fast as the underlying infrastructure will allow without human intervention at a fraction of the cost of other solutions. For more information or to download a FREE trial of ExpeDat for the cloud, please visit [www.DataExpedition.com/cloudat/](http://www.DataExpedition.com/cloudat/). Follow us on [Twitter](#) and [LinkedIn](#).

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