


Cost Savings and Scalability: D2C Streaming Service Giant Leverages T1Nexus Solutions

Case Study by  T1
NEXUS

T1Nexus' customer is the flagship direct-to-consumer streaming service, offering an ever-growing collection of exclusive originals, including films, documentaries, live-action and animated series, and short-form content. Available as a standalone service or as part of bundled offerings, they serve millions of users across 150+ markets in more than 35 languages.



CHALLENGE

The streaming service provider faced several significant challenges. High infrastructure costs were a major concern due to the expensive nature of compute resources. Managing multiple OEMs led to unique challenges and interoperability issues, complicating their operations. Deployment delays were frequent, as long lead times from OEMs hindered timely infrastructure rollouts. Additionally, a specific challenge arose during a cloud storage deployment, requiring a custom solution to interconnect 100G to 25G.

SOLUTION

The global service provider selected T1Nexus to address these challenges due to the company's ability to provide timely and cost-effective solutions. T1Nexus offered multi-coded optical transceivers, which supported multi-vendor environments and allowed on-site OEM compatibility changes through EasyCoder. They also developed a custom 100G Bidi solution, creating a dual-directional transceiver to mimic the Bidi, effectively addressing the long lead times of commonly used 100G Bidis.



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IMPLEMENTATION

The implementation process was seamless and efficient. T1Nexus provided extensive consultations and 24/7 virtual customer support, ensuring continuous assistance. The T1Nexus EasyCoder technology enabled engineers to troubleshoot and diagnose issues on-site, ensuring correct OEM compatibility and smooth deployment.

RESULTS

Since implementing T1Nexus solutions, the company has observed significant improvements. They achieved approximately \$10 million in cost savings, thanks to reduced operational expenses. The timely access to products resulted in faster time to market, enhancing their competitive edge. Additionally, the scalability of their operations improved, expanding from an initial purchase of 250 units to 2,000 units.

CLIENT TESTIMONIAL

When asked about their experience with T1Nexus, the client noted that the team was highly positive, reliable, available, and possessed great depth of knowledge. They view T1Nexus as a crucial partner in their technology roadmap, consistently resolving challenges and supporting their growth.

FUTURE GOAL

The global service provider intends to maintain and build their subscription base, having recently increased their pixelation from 720p to 1080p. They are also on a journey to 800G in high-density GPU clusters, with T1Nexus playing a key role in their plans.





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