Hiscale
CLOUD AS TRANSCODING TURBOCHARGER

Hiscale provides a solution to a challenge that occupies the entire film and television industry: Its Flics solution enables companies to transcode video data into any target format at high speed and within a short timeframe. And at manageable costs too, because they only pay when they use the service. This frees up their own resources for more important processes and tasks.

Hiscale has recently started offering an interface to the Open Telekom Cloud. This means that Flics can now also be used by companies that had previously preferred other solutions. Until recently, Flics only offered interfaces to US cloud solutions. However, German customers in particular were concerned about data privacy.

And there is also a competition problem. Amazon Web Services belongs to a company that is itself active in the video streaming business and as a result is a potential competitor to many Hiscale customers. With the Open Telekom Cloud, Hiscale can now offer its solution from highly secure and data protection-compliant German data centers – without any conflict of interest.

AT A GLANCE

The Task: Many companies in the film and television industry use Hiscale's Flics from the cloud for transcoding video material. However, Hiscale was only offering interfaces to US clouds such as AWS. That was a problem for those who were concerned about IT security or data protection problems. Or even a competitive conflict because Amazon is also active as a broadcaster.

The Solution: In order to eliminate these sensitive customers' concerns, Hiscale sought a suitable cloud base that would meet the highest demands in terms of data security and data protection. And one that would also avoid possible conflicts of interest with competitors. That was why Hiscale programmed an interface to the Open Telekom Cloud.

The Advantages: Basing Flics on the Open Telekom Cloud is particularly suitable for highly sensitive companies. Users can benefit from Telekom's freely scalable cloud resources in order to transcode videos reliably and quickly.

LIFE IS FOR SHARING.

THE CUSTOMER: HISCALE

Hiscale was founded in 2014 and since then it has been successful with its video transcoding platform "Flics." Flics converts video data into any desired target format in real time. The key feature: Customers from the film and television industry don't need their own hardware resources, because the solution uses the public cloud. "IT capacities from the public cloud are ideal for our purposes. Because when we transcode video data, we usually only need enormous computing resources for a short time. We can obtain these flexibly via the cloud," says Tilo Skomudek of Hiscale. "This makes the process not only very fast, but also inexpensive. We only charge the customer for what they actually use."
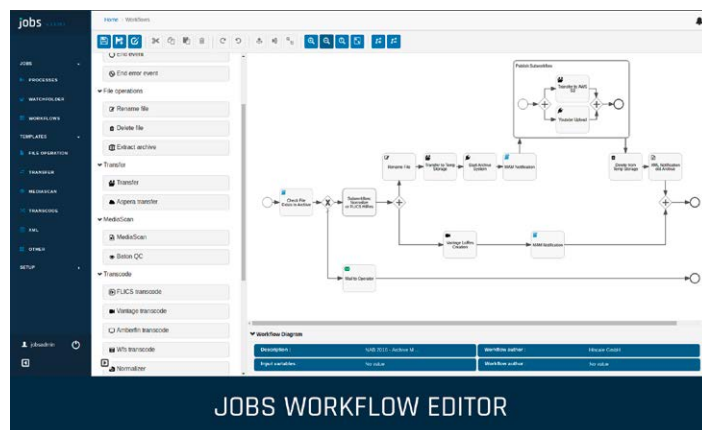
THE CHALLENGE

German companies in particular attach great importance to data security and data protection, not least as a result of the EU's General Data Protection Regulation (GDPR), which came into force in May 2018. For this reason, some companies are cautious about IT solutions based on US cloud services. Hiscale's customers can choose which cloud they want to use Flics in to transcode their video data. Until now, however, Hiscale only offered interfaces to services from US providers such as IBM, Microsoft Azure or Amazon Web Services (AWS). "Data privacy is still interpreted completely differently in the US to how it is in Europe," says Ralf Hülsmann of Deutsche Telekom. "This unsettles companies here when they want to process personal data in the cloud."

And then there was also the issue of a potential conflict with a competitor because Amazon is not only a cloud but also a video provider. "Some of our customers then ask themselves: 'Why should I support the competition unnecessarily?' and so want an alternative," says Hiscale CEO Skomudek. For these reasons, Hiscale sought a public cloud that left no questions unanswered – in terms of data security, privacy and competition.

THE SOLUTION

Hiscale evaluated the cloud provider market and examined various solutions. It then decided in favor of Deutsche Telekom's public cloud: "The Open Telekom Cloud is the best alternative to US hyperscalers in several respects," says Skomudek. "The level of data

JOBS WORKFLOW EDITOR

Hiscale plans to also offer an interface to the Open Telekom Cloud for the workflow management system

security and data protection is extremely high. The reputation of Telekom as a provider has a positive impact that is transferred to our own offering. Implementing a suitable interface is comparatively easy. And what's more, the Open Telekom Cloud leaves no questions unanswered regarding any competition conflicts. That's why our decision was clear."

THE CUSTOMER BENEFITS

Hiscale therefore programmed a corresponding interface for its Flics transcoding service. Hiscale's customers recently began being able to use the service based on the Open Telekom Cloud. This means that the solution can now also be used by companies that previously preferred to transcode their video data using their own hardware capacities. "For some of our customers, the Open Telekom Cloud is an important argument for considering our solution in the first place," says Skomudek, who has already set his sights on the next step based on his positive experience: In the future Hiscale plans to also offer an interface to the Open Telekom Cloud for the workflow management system called "Jobs," which in addition to transcoding will allow companies to automate material management and quality control.

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