Kaltura Platform:
Ultimate Deployment Flexibility

One of the main decisions to make when evaluating a video platform for your organization is the deployment method. Should it be cloud-based? Self-hosted? A hybrid? How should you decide? And most importantly, can your video platform of choice tailor a deployment option to your specific needs?

There are many considerations to take into account:

- Compliance with government or industry regulations that affect your organization

- Financial considerations (TCO, OPEX vs. CAPEX preferences, etc.)

- Time to market requirements

- Your existing infrastructure

- Ease of solution maintenance

This guide will help you decide which deployment option is right for your organization. With Kaltura's multiple deployment strategies, you can benefit from the flexibility of a solution perfectly tailored to your organization's unique business needs.

Kaltura offers several deployment options:

Kaltura Saas™ – All workflow services are catered from Kaltura's infrastructure.

Kaltura "Hybrid" – Some parts of the video service are catered from Kaltura's infrastructure, while others are handled by the customer.

Kaltura On-Prem™ – The customer takes on the responsibilities of maintaining, hosting and serving video from dedicated servers owned by the organization. Suitable for organizations with a large IT team.
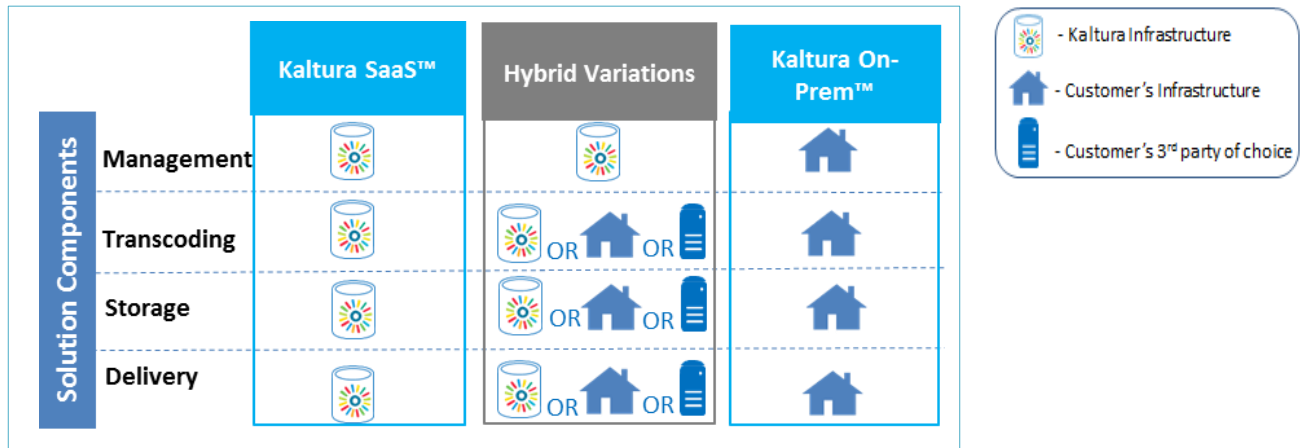
Kaltura SaaS™

Kaltura's full-featured Software-as-a-Service video platform, fully hosted by Kaltura, with the highest levels of performance, stability, redundancy and security. With this offering, Kaltura provides end-to-end support for all aspects of video creation, management and delivery. This includes tier-1 hosting, streaming, transcoding, distribution, content management, analytics and more.
Whether you're a growing business or a leading global organization, our SaaS solution will get you started right away and scale to your needs.

Benefits include:

- Turn Key solution, no local hardware setup. Almost zero time-to-market.

- Most cost effective deployment option, pay only for what you use

- Highly secure: hosted at Kaltura's state-of-the-art, SaaS-70 secure hosting facilities and managed by Kaltura's IT experts

- 99.9% uptime with full data-center redundancy and monitoring by Kaltura

- Best in class CDNs for reliable delivery around the world

- Scalability and flexibility to seamlessly expand your service as you grow

- No maintenance needed: Kaltura provides automatic upgrades to new features without impacting your systems

Kaltura 'Hybrid'

I want the benefits of SaaS but…

While the majority of our customers choose the Kaltura-hosted SaaS solution for its many benefits, some customers are required to comply with specific regulations, have unique architecture considerations, or have other needs which propel them towards deploying Kaltura locally, within their own datacenters. Many of our customers, initially looking for a fully self-hosted solution, often select one of our "hybrid variations". These variations allow customers to meet their unique requirements while providing a more cost effective alternative to a fully customer-hosted solution. These variations use the Kaltura SaaS management component to manage video assets and account settings, while storage, transcoding, and delivery components are hosted by Kaltura or by the customer.

A hybrid solution will ensure all **content remains physically stored on the customer's servers and is linked to from within the Kaltura Management Console for content management purposes.**

Main options include:

"Data Protection" Hybrid Option: Behind-Your-Firewall Storage and Delivery

Who is this for?	Customers from industries such as healthcare, insurance, and some educational institutions, who are required to store their digital assets locally in order to comply with industry/government regulations. In this case, data is only accessible from within the organization, and is not accessible from the internet.
Solution Details	Kaltura will utilize customer's local storage and streaming/delivery infrastructure, in conjunction with Kaltura's cloud-based content management tools and workflows. The physical assets are securely stored on the customer's own local storage infrastructure, while management of these assets is conducted from Kaltura's cloud. The Kaltura cloud will not access the actual media files, only point to the local resource. Content can be streamed within customer's network using customer's internal streaming infrastructure, integrated with Kaltura (or deployed by Kaltura as a turn-key internal delivery solution).
Benefits & Limitations	+ Most of the Kaltura SaaS benefits such as lower TCO, ease of maintenance, etc. + Extra security: customer's content never has to leave the boundaries of their firewall*. - Customer needs to manage and monitor their self-hosted components

Management

Transcoding

🏠 OR ✳

Storage

🏠

Delivery

🏠

Costs

$ ($$) $$$

OPEX, Some CAPEX, Some PS

Deployment Speed

4-10 weeks

Monitoring

🏠 AND ✳

* If the transcoding needs to be done on Kaltura's cloud we offer a secure workflow.

"Dual Delivery" Hybrid Option (Internal + External Delivery and Dual Storage)
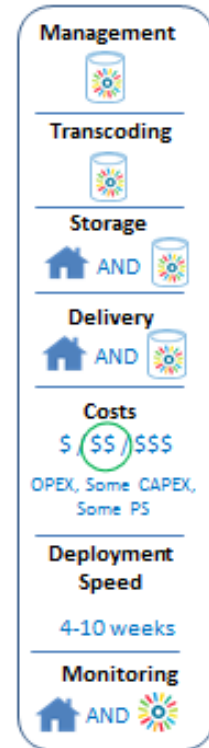
Who is this for?	• Organizations with users who need to access content both from within the organization's local network and from the internet. • Organizations that would like to use different storage profiles for managing public/proprietary vs. confidential information, or for purposes of backing-up and archiving of digital assets.
Solution Details	Organizations can leverage their local storage and streaming infrastructure to deliver content to users within the organization's network, while Kaltura also handles smart re-routing and delivery to external users via pre-integrated Kaltura CDNs. Customers have option to use both their own storage and Kaltura's scalable storage to manage different types of content profiles. Kaltura handles the content management tools and workflows, as well as transcoding.
Benefits & Limitations	+ Most of the Kaltura SaaS benefits such as lower TCO, ease of maintenance, etc. + Cost effective and secure way to deliver content to both internal users within the network and to external / remote users + Cost effective content segregation + Scalable storage (in the case of a dual-storage option) - Customer needs to manage and monitor their self-hosted components

Management

Transcoding

Storage
AND

Delivery
AND

Costs
$ ($$) $$$
OPEX, Some CAPEX, Some PS

Deployment Speed
4-10 weeks

Monitoring
AND

"Bring Your Own Delivery" Hybrid Option	
Who is this for?	Customers looking to leverage their existing 3rd party CDN relationships for commercial reasons or for delivery to remote locations where their existing CDNs is at an advantage.
The Solution	Kaltura provides the capability to use the Kaltura SaaS option with any CDN of customer's choice. You can use Kaltura's uploading tools to ingest content into your Kaltura account, which then gets pushed to your CDN provider for delivery to end users through Kaltura players. Content can be stored on: • Kaltura datacenters • Customer's local servers • 3rd party network storage (e.g. Akamai NetStorage, Level3 Origin Storage, Amazon AWS, etc.).
Benefits & Limitations	+ Most of the Kaltura SaaS benefits such as lower TCO, ease of maintenance, etc. + Commercial benefits of leveraging existing infrastructure and/or relationships + Control over the delivery setup of the CDN - Customer needs to manage and monitor their components, or handle the 3rd party relationships

Kaltura offers numerous other "hybrid" options with customer content stored, transcoded, or delivered on their premises or on a 3rd party of choice. Kaltura representatives are happy to guide you through the variety of these options to help you decide.

If none of these options fit your needs, you may want to consider the more expensive, yet more flexible, option of fully hosting the solution on your premises (Kaltura On-Prem).

Customer Self-Hosted Solution (Kaltura OnPrem™)

Who is this for?

Customers with unique needs or requirement that are not met by any of the aforementioned SaaS/Hybrid variations. These customers will have the capacity, budget and dedicated IT staff to deploy, manage and maintain a self-hosted video platform. Ideal for:

- Universities looking to manage their online video service in its entirety from within their campus infrastructure
- Enterprises looking to manage an internal video portal in its entirety behind their firewall
- Media companies looking to maintain full control of their content strategy and operation
- Government agencies looking to deploy our platform behind their firewall
- OEMs that want to white-label Kaltura and offer it as their own video management service.

Solution Details

Kaltura's full featured self-hosted video platform software, installed on customer's servers, entirely behind customer's firewall. Content management, storage, transcoding, and delivery are all managed within Kaltura's system hosted on the customer's premises with Kaltura maintenance and support services.

Unique Benefits

- Ultimate security – entire solution is deployed on your premises, behind your firewall
- Full control and maximum ability to customize/white-label
- Operational independence
- Kaltura's Platform Administration Console – for self-management of day-to-day operation and service
- Managed upgrades to ensure you add new features and functionality to your deployment

Management

Transcoding

Storage

Delivery

Costs
$ / $$ / $$$
CAPEX+OPEX+PS

Deployment Speed
9-15 weeks

Monitoring
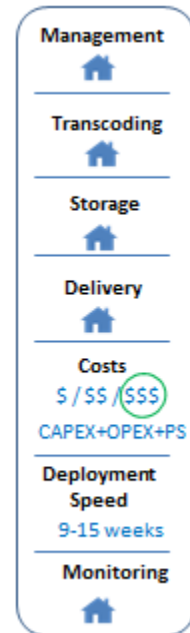
Kaltura Deployment Options Summary

		Hybrid Variations			
	Kaltura SaaS™	**Data Protection Hybrid**	**Dual Delivery Hybrid**	**Bring Your Own Delivery Hybrid**	**Kaltura On-Prem™**
Management	🔵	🔵	🔵	🔵	🏠
Transcoding	🔵	🏠 OR 🔵	🔵	🔵	🏠
Storage	🔵	🏠	🏠 AND 🔵	🏠 OR 🗄 OR 🔵	🏠
Delivery	🔵	🏠	🏠 AND 🔵	🗄	🏠
Costs	$ / $$ / $$$ — OPEX, No CAPEX	$ / $$ / $$$ — OPEX, Some CAPEX, Some PS	$ / $$ / $$$ — OPEX, Some CAPEX, Some PS	$ / $$ / $$$ — OPEX, Some CAPEX, Some PS	$ / $$ / $$$ — CAPEX+OPEX+PS
Deployment Speed	2-4 weeks	4-10 weeks	4-10 weeks	4-10 weeks	9-15 weeks
Monitoring	🔆	🏠 AND 🔆	🏠 AND 🔆	🏠 AND 🔆	🏠
Required Personnel	Content Manager	IT Personnel + Content Manager	IT Personnel + Content Manager	IT Personnel + Content Manager	Dedicated OnPrem IT personnel + Content Manager

Solution Components: Management, Transcoding, Storage, Delivery
Considerations: Costs, Deployment Speed, Monitoring, Required Personnel

Legend:
- 🔵 - Kaltura Infrastructure
- 🏠 - Customer's Infrastructure
- 🗄 - Customer's 3ʳᵈ party of choice

Kaltura open source video