

Helping CTOs in efficient fact-driven decision making: presenting **SmartSwitch** module

As your business goes global, providing the highest quality video streaming will become an increasingly complicated challenge. The variety and complexity of the delivery ecosystem may create an unreliable quality of experience depending on the country or partner with whom you wish to operate.

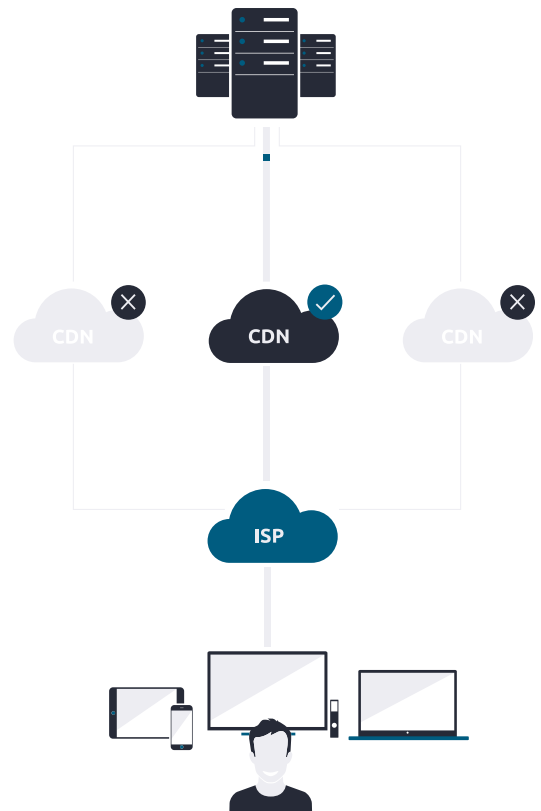
SmartSwitch is one of the optional **YOUBORA** modules. It ensures the end to end the availability of your delivery network by choosing, in real time, the right CDN for the end user's ISP to ensure your target quality of experience, based on your own predefined rules.

No other solution in the market allows you to define the business rules on your own terms to ideally implement your optimal CDN. Moreover, **SmartSwitch** not only performs this selection for you automatically, but it also gives full visibility and transparency for the reasons why, always keeping you in control.

In short, **SmartSwitch** helps CTOs turn data into actionable information in order to improve technical and operational efficiency.

Two examples of how this module can benefit you are:

- As CTOs you will be able to validate your SLAs with partners via actual data and without the need of your engineering team
- You will also be able to speed up architecture optimization and improvements thanks to the use of historical data and a clear understanding of traffic volume patterns



Define and configure easily your own rules for CDN switching, based on QoS or costs.



Switch CDN in real time to ensure the best QoE.



Understand the root cause of QoS problems with total transparency over CDN performance.

Some of our customers



+34 931 22 21 11 Spain
 +1 917 720 5481 US
 sales@nicepeopleatwork.com
 www.nicepeopleatwork.com

