



Hewlett Packard
Enterprise



Solution:
As a service

Industry:
Media

Country:
South Korea

Rising to the streaming challenge

“For a smaller company like us that has to compete with bigger players, I believe a hybrid configuration is ideal. Relying on an on-premises system when first entering the market and then scaling up works for a company like us.”

– **Kang Dae il**, Chief Technology Officer, D’LIVE

D’LIVE

To survive in South Korea’s fiercely competitive over-the-top (OTT) video market, D’LIVE knew it needed to provide a rich and seamless streaming experience for viewers who have more options than ever. The long-time cable TV company ditched its previous OTT solution to adopt one that’s faster and more reliable. Now, D’LIVE is delivering a high-quality streaming service and better viewing experiences, attracting a growing number of subscribers.

[Explore digital game changers](#)



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Objectives

- Adapt to customers' changing viewing preferences
- Grow the company's ability to compete in South Korea's streaming market
- Increase number of streaming subscribers and scale the business

Requirements

- Adopt an OTT solution that's faster, more reliable, and well supported
- Ensure a high level of system performance and reduce failure rate
- Keep the costs of acquiring and upgrading technology low

Solution

- HPE GreenLake edge-to-cloud platform
- HPE ProLiant DL360 Gen10 servers
- HPE ProLiant DL380 Gen10 servers
- HPE D8000 Disk Enclosure
- CASTIS over-the-top software
- HPE Complete Care Service

Key partners

- Anchorwave

D'LIVE

Outcomes

- Develops a signature streaming app that offers more features and greater user experience
- Minimizes streaming errors and improves service quality and delivery
- Increases revenue with more subscribers, a paid service, and better app features
- Reduces the cost of building an OTT service by up to 20%

Additional resources

- [Case study](#)