

# Level 3 CDN Services:

## Net Storage & CDXL

Level 3's **Net Storage** services represent the ideal solution for overcoming the technical, management and cost challenges of storing online content effectively.

An ideal companion to media streaming and caching and download services, the Net Storage service can negate the need entirely for customers to maintain their own "origin" storage.

Whether you have a hundred gigabytes, or several hundred terabytes, your company's digital assets are redundantly stored, easy to manage and directly connected to the worldwide Level 3 Content Delivery Network (CDN).

With primary carrier-grade storage sites located across North America and Europe, customer content may be uploaded through Level 3's nearest network CDN node to the storage service. Three copies of the customer content are held across a minimum of two geographically diverse regional storage sites (east and west), thus securing an availability guarantee under SLA of 100%.

Leverage the massive scale, maximum availability, security and superior connectivity of Level 3's Net Storage Services for an optimal answer to your online content delivery.

Level 3's **Content Delivery for Extended Libraries "CDXL"** service combines the industry-leading CDN and Net Storage Services with predictive dynamic content positioning providing a solution to customers who are seeking to monetise both popular and extended, long-tail content libraries.

Content providers with distribution rights to huge libraries of media and content face an ongoing challenge to deliver a quality end-user experience irrespective of file type, and how, where and when it's requested.

CDXL services from Level 3 provide a solution for the storage and effective delivery of content from vast media libraries. The service goes beyond standard caching and download services (which are most effective for frequently requested popular content) and allows the content provider to store their entire media library on the Level 3 network, and optimise delivery of their entire catalogue.

*"Level 3's Content Delivery for Extended Libraries (CDXL) brings a new level of network performance, storage capacity and economic efficiency to the CDN market."*

*Gerry Kaufhold, principal analyst, In-Stat.*

The CDXL service combines massively scalable storage capabilities with the latest caching technologies and intelligent analytics to deliver content precisely to the right place at the right

time, every time. Should a piece of content become highly popular, intelligent algorithms instantly detect a change and populate the edge caches with the relevant files. Files requested less often are delivered from locations closer to storage super nodes, to help reduce costs while still providing end users the quality experience they demand.

The dynamic intelligence built into Level 3's CDXL solution automatically positions customer content on the Level 3 infrastructure based on popularity and removes the need for customer guesswork about which assets will be popular in certain regions at any given time.

## Service Features

- **Secure and Fault Tolerant:** Your digital files and content are your company's assets. A variety of methods have been employed to help ensure that your content library is safe, secure, and redundantly stored. You can rest assured that your assets are securely held and ready for delivery when you need them to be. Mirroring, RAID, and geographic diversity have been combined with the latest firewall technology, so a 100 percent SLA can confidently be offered on the storage of your content.
- **Massively Scalable:** Your business may have only modest storage requirements in the early phases; but you need a storage solution that can scale as your business grows. Level 3 has over 300TB of storage already deployed, and a planned deployment of 1.2PB by the end of 2008. Level 3 will have content storing capacity when you need it. And you only pay for what you use.
- **Flexible Asset Management:** Providing flexibility in managing your asset library is critical to efficient delivery and monetisation of your content. Level 3 offers several standard methods of asset management including Secure FTP, r-sync, SOAP and REST command sets. And if your company has its own Digital Asset Management system and needs access to an API, Level 3 can accommodate.
- **Origin Offload with Global Coverage:** The Level 3 Net Storage super nodes are strategically positioned around the world with direct and redundant connections to the Level 3 CDN. By combining multiple, geographically diverse locations and redundant 10 GigE connectivity to the industry-leading CDN, we help reduce costly "hops" around the network to deliver and monetise your content — all while decreasing or completely eliminating "hits" to your own origin storage.
- **Intelligent, Quality Content Delivery (CDXL):** Level 3 has developed intelligent algorithms that pre-position your content to the right servers at the right time. A variety of methods are in place to ensure that your content library is safe, secure and redundantly stored so you can be confident that your assets are securely held and ready for delivery when you need them.

*"We believe that the business of providing a solution for the efficient delivery of entire libraries of content, not just the most popular titles, will be increasingly important as online content distribution matures."*

*Grant van Rooyen, President of Level 3's Content Markets Group.*

**Contact Vimeric today to talk about meeting and exceeding your expectations of what the Internet can offer: Achieve Internet Outperformance.**

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