

## Helping video compression and delivery go green

Ateme achieved lower power consumption and cutting-edge performance for its advanced video streaming services by using Dell PowerEdge servers powered by AMD EPYC™ processors.



Customer profile

**ATEME**  
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“Dell PowerEdge servers powered by AMD EPYC processors take density to a new level ... [providing] performance, lower power consumption and reduced price.”

**Thomas Burnichon**

VP of Innovation Strategy, Ateme

## Business needs

Ateme has pushed the boundaries of video streaming for 30 years. Key to its success has been ensuring the best possible performance for its video encoding software. To deliver its next generation of technology with a much greener footprint, it needed unprecedented density and greatly reduced power consumption.

## Business results

- 50% lower power consumption for much greener carbon footprint.
- Higher performance and lower costs.
- Compute power to deliver next-generation video streaming technologies.
- 80% of preconfigured server deliveries are Dell PowerEdge R6515 servers powered by 2nd Gen AMD EPYC processors.

## Solutions at a glance

- [Dell PowerEdge](#)
- [Integrated Dell Remote Access Controller \(iDRAC\)](#)



“We started customer demonstrations only two months after market availability of the Dell PowerEdge R6515 servers with AMD 2nd Gen EPYC processors, and we delivered the production systems just two months after that.”

**François-Xavier Parisot,**

Product Owner - Hardware Solutions at Ateame

Ateame has been innovating video streaming technology for 30 years. Its ability to deliver next-generation capabilities includes a rapid adoption of cutting-edge compute platforms. Density and performance are essential, and power reduction is increasingly important as making video streaming greener becomes imperative.

“We focused on video both for broadcast and broadband early on,” says Thomas Burnichon, vice president of Innovation Strategy at Ateame. “Our clients are now cable operators, telecom operators, broadcasters, satellite operators and big TV companies. We work to ensure that videos are compressed as much as possible to reduce delivery costs but also in a way that preserves video quality. To achieve that, we develop our own standard video codec implementations.”

“We design software that works on x86 servers,” says François-Xavier Parisot, Product Owner - Hardware Solutions at Ateame. “We can supply either just our software, with the customer providing their own hardware, or we can deliver servers configured with our software.” When Ateame was preparing a solution involving both hardware and software for a premium U.K. customer, Dell PowerEdge servers powered by 2nd Gen AMD EPYC processors offered potential both for better performance for the money and groundbreaking new features.

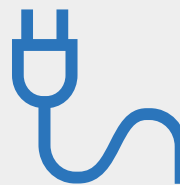
Ateame didn't rely on standard tests to evaluate AMD EPYC processor performance. “We benched our specific use case,” says Burnichon. “We needed to test our own real-time 24/24 transcoding scenarios because they are very specific, and we needed to know exactly how the computer would behave. We were all impressed by the 2nd Gen AMD EPYC processor-powered Dell PowerEdge servers. The density we reached with them was something we never saw before. We tested across the board, including traditional SD and HD video live transcoding and

file transcoding. The EPYC CPUs shone on both these, which is the bulk of the market, but they also shone on UHD transcoding.”

Ateame was particularly interested in how Dell PowerEdge servers powered by AMD EPYC processors would perform when ingesting SMPTE 2110 digital video streaming over IP for the U.K. customer. The results were impressive. “It wasn't just doing the same thing at a lower footprint and a lower cost,” says Burnichon. “It was also doing new, exciting things for a big name and an industry first technologically.”

## 50% savings in energy consumption

The Dell PowerEdge servers powered by 2nd Gen AMD EPYC processors reduced costs while improving performance. “But the lower power budget was the most significant factor because we are working on our carbon footprint as well as that of our end customers,” says Parisot. “There was an approximate 50% savings in energy consumption for the same performance, which is huge.” These excellent results led to a rapid rollout with the U.K. customer. Parisot continues, “We started customer



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VP of Innovation Strategy, Ateme

our own direct carbon emissions. Our own software needs to be as efficient as possible, and we need to use platforms that are more efficient.” The Dell PowerEdge servers have helped considerably in this area.

Despite previously using a different platform, Ateme found moving its workloads over to Dell PowerEdge servers to be a smooth process. “The optimization did not represent a crazy amount of work compared to moving to a new codec generation,” says Burnichon. “Our software immediately ran well,” adds Parisot.

## Delivering new video streaming capabilities

AMD EPYC processor–powered Dell PowerEdge servers are helping Ateme deliver groundbreaking new features as well as environmental benefits and reduced costs. “We are able to reach new, more immersive use cases such as UHD,” says Burnichon. “You also have high dynamic range and next-generation audio. All that is better on more powerful machines. Doing things like dynamic metadata for HDR, Dolby Vision or HDR10+ requires additional processing from Ateme, and that’s something we can achieve using high-end Dell PowerEdge machines powered by AMD processors.”

“Dell PowerEdge servers powered by AMD EPYC processors take density to a new level,” says Burnichon. “But they also provide performance, lower power consumption and reduced price,” adds Parisot. “EPYC delivers better performance per watt at a good price.”

The versatility of Dell PowerEdge servers powered by AMD EPYC processors has been particularly valuable for Ateme. “You can use them for a dense application but also for exciting new use cases like UHD,” concludes Burnichon. “They are both less expensive and greener. Our customers have higher compression efficiency, which lowers the data rate, reducing the delivery cost and environmental impact in the network and not just the servers themselves. The viewer also gets a better experience because the compression is better. Dell PowerEdge servers powered by 2nd Gen AMD EPYC CPUs made a mark because they started a whole new use case. They have really changed the game.”

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The majority of Ateme’s own preconfigured server delivery is now Dell PowerEdge servers powered by AMD EPYC processors. “We switched from zero to 80% within eight months,” says Parisot. “For some orders, we also use Dell OEM configuration services, including integration of our own or third-party PCIe boards, plus software installation and preconfiguration.”

The reduced power consumption of Dell PowerEdge servers powered by AMD EPYC processors is helping Ateme pursue the objectives of the Greening of Streaming organization, which it helped found. “Video consumption is power hungry,” says Burnichon. “At the same time, people want more of it. We are taking that extremely seriously and are committed to reducing

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