



“The Azure cloud, enhanced with cloudSwXtch, becomes a powerful destination for broadcast media customers that require high-performance networking capabilities.”

Brent Yates, Chief Executive Officer and Co-Founder, swXtch.io

Highlights



cloudSwXtch offers high bandwidth throughput at a scale similar to bare-metal networks.



Any supported packet protocol (SRT, unicast, multicast) is fanned out to multiple receivers of another packet protocol.

About partner

swXtch.io specializes in technology for the media and entertainment industry. The company's cloudSwXtch network appliance enables massive bandwidth with sub-millisecond latency for most applications.

swXtch.io's cloudSwXtch delivers a unique high-performance networking solution on Microsoft Azure

The challenge

Historically, media and entertainment companies have taken a cautious approach to transitioning their live, broadcast-quality media workflows to the cloud because they're afraid of losing industry standards-based capabilities found on-premises, such as reliable transport for JPEG XS and uncompressed video streams.

The solution

cloudSwXtch, from Microsoft partner swXtch.io, delivers the high-performance networking these customers need, ensuring compatibility with high-quality, visually lossless streams and also achieving lower bandwidth costs and higher network performance.

The results

- For video distribution, multicast can represent significant cost savings: A single 100 megabyte-per-second stream going to 30 processing endpoints can equal **\$900,000 of savings in egress costs**.
- Companies can accelerate their transition to the cloud, **going from years to weeks, or even days**, by implementing cloudSwXtch rather than developing their own solution.
- cloudSwXtch offers **network path redundancy** (SMPTE 2022-7), Precision Time Protocol, standards conversion with Tachyon LIVE, and remote production collaboration.

Learn more

[View cloudSwXtch in the Microsoft Azure Marketplace](#)

