

Introduction

Traditionally, there are tens of vendors—each specializing in a particular security product—that each sell their individual

Given the plethora of threats and tools, the present approach of selecting best-of-breed products from individual vendors and cobbling them all together is not effective. Selecting individual technologies and vendors, and stitching all those components together to try and get complete coverage, is an inherently complex and unproductive endeavor. Moreover, companies frequently underestimate the ongoing challenge of keeping all these individual tools updated and in sync with each other.

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There is a critical unmet need in the industry for vendors who blend IT security expertise with expertise in broadcast engineering and video service operator use cases. Having an appreciation for both aspects of the challenge, and

