

When does video self-hosting make sense?

We all know that many mid-market and enterprise organizations have moved their video infrastructure to the cloud. And in some cases that makes good sense. But for some, it does not.

So, the question is, when does it make sense to self-host?

Below are 5 logical reasons to consider.

1. The most important benefit of self-hosting any video conferencing solution is increased agency over your meeting data. If you own and control the video instance, you own and control all the data that it generates. Unlike cloud solutions that often sell your data to subsidize low subscription costs.
 - There is an exception to the rule: If you use a virtual server to run your video instance (e.g. a virtual private server with AWS or Azure), you have less assurance that you are the sole steward of your instance's data, simply because you don't have physical control of your server hardware.



2. Risk or concern about the route of the video traffic. These organizations are often regulated and don't trust the basic security of calls over the public internet. With self-hosting the video traffic is controlled. Organizations can use their local ethernet and wireless LAN or private networks like MPLS and other technologies to connect teams or individuals securely.

3. When it is important and necessary to record meetings, whether it is for follow-up, archive, or governance. And they want the recordings to be stored locally on the corporate SAN, LAN or personal drive locations or possibly with a trusted private cloud storage provider.



4. Reduce costs. Many organizations purchased video infrastructure over the past two decades from Polycom, Acano, Tandberg, Pexip and others. One of the main reasons to move to the cloud was to reduce cost. Let's face it, these solutions are expensive to acquire and require hefty annual maintenance fees from the manufacturer. But it doesn't have to be that way.

5. Tried the cloud service and it's more expensive than expected. Many providers like Zoom charge dearly for SIP/H.323 connections. These types of services are fine when employees, and teams work almost exclusively from a home office but with many still getting the job done inside bricks and mortar offices, the service needs to also work seamlessly and inexpensively with video room systems.



Interested in exploring an enterprise grade, self-hosting video infrastructure solution, then consider reaching out to [Public Telephone Company](#) and inquire about their Channel Program.

Their enterprise grade self-hosting offer includes:

- Presence/ chat/ voice / video
- Client app/ webRTC for desktop and mobile connections
- SIP/H.323 video connections (with BFCP/H.319 content sharing)
- Endpoint registration
- Static or dynamic meeting room ID's.
- Call rates: 512kbps – 10,000 kbps
- Video resolution: 480p/720p/1080p/2160p(4K)/4320p(8K)
- Directory, scheduling, dial-in, dial-out, call recording, streaming, reporting, customizations, extensive API's etc...

Example:

\$10,000 USD annual enterprise license subscription provides: 50 online meeting organizer hosts, 200 HD video ports, 25 registered SIP/H.323 endpoints and connections, call recording and streaming. Perpetual license subscription also available.

Requires a \$2000 Windows server to run the all-inclusive video service application (480mb).



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