

Masstech, IBM and Datatrend help broadcasters accelerate media asset management



Combined software and hardware solution simplifies IT for fast-paced media outlets and production houses

Highlights:

- Accelerates and simplifies media asset management (MAM) with a cost-effective, bundled solution
 - Streamlines content acquisition by 98 percent with metadata search function
 - Enhances productivity by enabling content previews from the desktop
 - Lowers operational costs by standardizing on cost-effective IBM hardware
 - Simplifies IT through integration and enhanced automation
 - Reduces total cost of ownership by avoiding the need to increase IT headcount
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In today's fast-paced broadcast industry, media and entertainment companies are charged with assembling the most relevant digital assets as quickly as possible. The speed of media asset management (MAM)—along with high-quality speed (HQS) transcoding and bridging of digital workflows—directly affects competitive edge in the marketplace for news, production and broadcast organizations that create and distribute rich content.

To maintain high levels of productivity, staff members require an alternative to the manual process of hunting down videotapes in the archive library before previewing the content and then taking the tape to the editing system to dub or ingest it before editing. Broadcasters that still utilize the videotape-based news archive system have slow access to valuable resources, which can compromise productivity when putting programs together on tight deadlines. Broadcast editors need to be able to rapidly preview, access and assemble program content straight from their desktop.

Many media outlets face the additional challenge of controlling and managing vast amounts of media assets. Digitizing and archiving content in a file-based system with requisite storage capacity enables users to easily locate and reuse valuable media assets. However, the upfront costs of assembling a MAM system on a piecemeal basis can often prove uneconomical from a total cost of ownership (TCO) perspective, and are further complicated by the absence of reliable technical support.

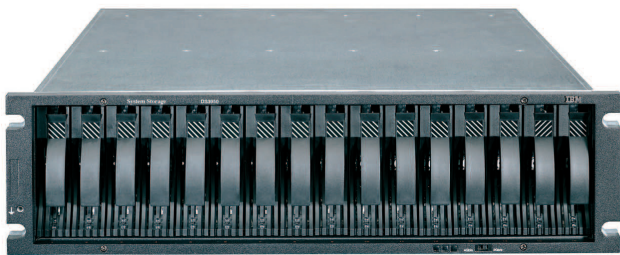


“The reliability and high availability of IBM technology are critical elements to customers in an industry where flexibility, speed of execution and adaptability define success minute by minute.”

— Brad Redwood, Vice President of International Sales and Marketing, Masstech



IBM x3650 M3 Server platform



DS5020 Storage platform

To accelerate MAM tasks and boost productivity, media outlets and production houses require a unified suite of software tools on a cost-effective platform in order to streamline and optimize digital workflow processes for every stage of media asset management. Together, Masstech, IBM and Datatrend Technologies—an IBM Industry Solutions Integrator (ISI)—provide a comprehensive and integrated approach to solution design and implementation, whereas most competitors address only a subset or offer a “mix and match” solution.

Providing a complete, bundled solution with a single SKU

Masstech is the leading provider of MAM, HQS transcoding and digital workflow solutions, offering a complete, integrated set of bundled software tools supported by IBM and Datatrend. “Masstech’s TOPAZ and EMERALD software are optimized to run on IBM servers and storage, which enables us to minimize deployment risk, maximize uptime and dramatically lower TCO,” says Brad Redwood, vice president of international sales and marketing at Masstech. “Offering Masstech on IBM hardware is an important differentiator, allowing us to deliver a highly reliable, end-to-end solution that can be ordered with a single SKU.”

Masstech’s TOPAZ+XT v7.5.1 is the industry-leading MAM system for consolidating preparation, production and playout operations. TOPAZ starts as a streamlined entry-level solution and scales to fully redundant enterprise systems. With a media framework featuring over 150 interfaces such as Avid Interplay and Apple FCP, “MOS” for AP-ENPS and Avid iNews, TOPAZ offers XT-extended tools for ingest and virtual editing, built-in broadcast hierarchical storage management (HSM), and an HQS transcode engine with complete blade library for interoperability.

Digitizing and archiving content in a file-based system can enable media outlets to easily locate and reuse valuable media assets, but only if the solution can move at the real-time speed broadcasters require. Masstech software running on IBM System x and IBM Storage has the power to accelerate MAM tasks and boost productivity by streamlining digital workflow processes on an optimized platform that lowers total cost of ownership.

The LTFS in particular is a leading-edge, self-describing tape file system that supports LTO-generation 5 tape drives and libraries, which enables LTO tape media to be mounted and read by the operating system when the cartridge is inserted into the tape drive. As LTFS provides a platform for easier interchange of media, the adoption of LTFS is going to be significant across the broadcast industry. However, adopting a tape format is not sufficient; the full benefit can be achieved only when managed by products like Masstech's EMERALD, TOPAZ and INDIGO.

The combined expertise of Masstech, IBM, and Datatrend results in a fully integrated software and hardware solution that offers industry-leading media asset management solutions on a best-in-class appliance. Masstech is a member of the IBM Industry Solution Reseller (ISR) program, an innovative and business-enabling program designed to combine the complementary strengths of application solution providers and IBM systems integrators. Datatrend worked with both Masstech and IBM to help ensure the tight interoperability of Masstech software on the powerful and highly flexible IBM System x and IBM Storage platforms.

Streamlining content acquisition by 98 percent to enhance productivity

Masstech's EMERALD or TOPAZ software helps streamline broadcast operations for greater efficiency. In situations where locating content used to take hours or even days, the solution reduces the time to capture digital assets to a matter of seconds. This 98 percent reduction in time for content acquisition is achieved by the solution's ability to search news archives using key metadata, and preview content rapidly through a low-resolution proxy. This advantage helps editors and journalists to quickly select only relevant and useful footage and capture it from their desktop while producing material for new broadcasts.

By reducing the time needed to search and browse digital content, the solution increases productivity in the newsroom. Production teams can conduct faster research directly from their desktop to gain better value from large volumes of



stored content. EMERALD software enables media outlets to maintain high levels of performance and operational efficiency to keep pace with the constant demand for new programming.

Supporting real-time programming to boost competitive edge

Where broadcasters are under constant pressure to report real-time news, EMERALD or TOPAZ software helps boost competitive edge in the relentless quest for higher ratings and viewer mindshare. Providing tools to accelerate research from the desktop can enhance reporters' creativity as well as the quality and depth of the programs being created. The solution empowers producers and journalists to make better decisions and produce enriched news reports using cost-effective software tools that are specifically designed to help deploy content faster for major broadcasters, international television networks, news channels and production houses.

Lowering operational costs and simplifying IT

With its single-SKU advantage, the solution is quick and easy to order and obtain. The bundled solution from Masstech, IBM and Datatrend is optimized to run on cost-effective IBM hardware that lowers both operational expenses and total cost of ownership, eliminating the need to purchase separate components and then integrate them on-site.

As a result, solution implementation is streamlined in a matter of days, instead of weeks or months, which provides customers with faster time to value while keeping IT staffing needs to a minimum to provide further cost savings. The solution's full integration advantage allows media outlets to deploy enhanced automation and simplify the IT environment without having to support disparate components or implement third-party middleware.

Another key advantage is the fact that the underlying IBM products are serviceable on a worldwide basis, which is important to customers because Masstech solutions are deployed globally. "This unique bundled solution was designed to support global customers, as they all share the challenge of simplifying IT to stay competitive," says Redwood. "The reliability and high availability of IBM technology are critical elements to customers in an industry where flexibility, speed of execution and adaptability define success minute by minute."

The bottom line

Together, Masstech, IBM and Datatrend provide solutions that combine the power of IBM System x and IBM Storage with the strengths of enterprise business applications, along with superior service and support. That means Masstech, IBM and Datatrend help businesses achieve:

- Improved productivity, efficiency and responsiveness
- Reduced costs through increased flexibility
- Adaptability to business change
- Higher productivity
- Increased insight for more assured decision making
- Competitive total cost of acquisition and proven total cost of ownership

For more information

To learn more about IBM x3650 M3, visit ibm.com/systems/x/hardware/rack/x3650m3/

To learn more about IBM DS5000, visit ibm.com/systems/storage/disk/ds5000/

To learn more about solutions from Masstech, visit <http://masstech.com/>

To learn more about Datatrend Technologies, visit www.datatrend.com/



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