

reinventing the digital media supply chain in the world of cloud

Introducing the Digital Media Supply Chain (DMSC) solution from Atos and Oracle

Media organizations have to manage a complex matrix of content, platforms and products. These items are often linked together by processes that have developed organically over time and are driven by a mixture of partially integrated systems 'bolted-on' to traditional broadcast technology.

This business landscape typically leads to performance issues such as process bottlenecks, manual steps, duplication and inefficient peaks and troughs in workload. Whilst these issues are recognized it is often difficult to make decisions about operational improvements because of an inability to monitor the operation effectively.

Atos and Oracle have partnered to create the **Digital Media Supply Chain (DMSC)** solution to address these complex challenges by:

- ▶ Providing a single view across the entire enterprise, providing users with real-time visibility into complex supply, production and delivery workflows
- ▶ Enabling staged implementation, reducing risk and phasing out inefficient legacy workflows and systems
- ▶ Automating workflows reducing bottlenecks and system hotspots

DMSC is a flexible solution leveraging the proven power of business process management middleware commonly found in enterprise IT environments.

In order to improve efficiency and time to market for clients the DMSC solution has been pre-configured with:

- ▶ Cloud, on-premise or hybrid deployment options
- ▶ Templated workflows from ingest to as-run reconciliation
- ▶ A range of media applications integrated via an Enterprise Service Bus
- ▶ Productivity and efficiency analysis and analytics
- ▶ A set of best-of-breed storage abstraction, transport and media processing components

Clear competitive benefits

- ▶ Enhance transparency of the performance of the operation in order to improve control, efficiencies and governance
- ▶ Standardize processes across content types and platforms to improve efficiency
- ▶ Centralize and protect data enabling deep asset and business analytics
- ▶ Deep business intelligence enables performance tuning and reduces time to market
- ▶ Minimize risk of service disruption by proactively identifying workflow hotspots
- ▶ Reduced time to deployment by leveraging pre-configured workflows and applications
- ▶ IT-centric approach enables the transition of the media supply chain to the cloud

Why DMSC

- ✓ Greater efficiency
- ✓ Streamlined processes
- ✓ Centralized intelligence
- ✓ Improved decision-making
- ✓ Increased flexibility
- ✓ Reduced risk
- ✓ Rapid deployment
- ✓ Cloud adoption

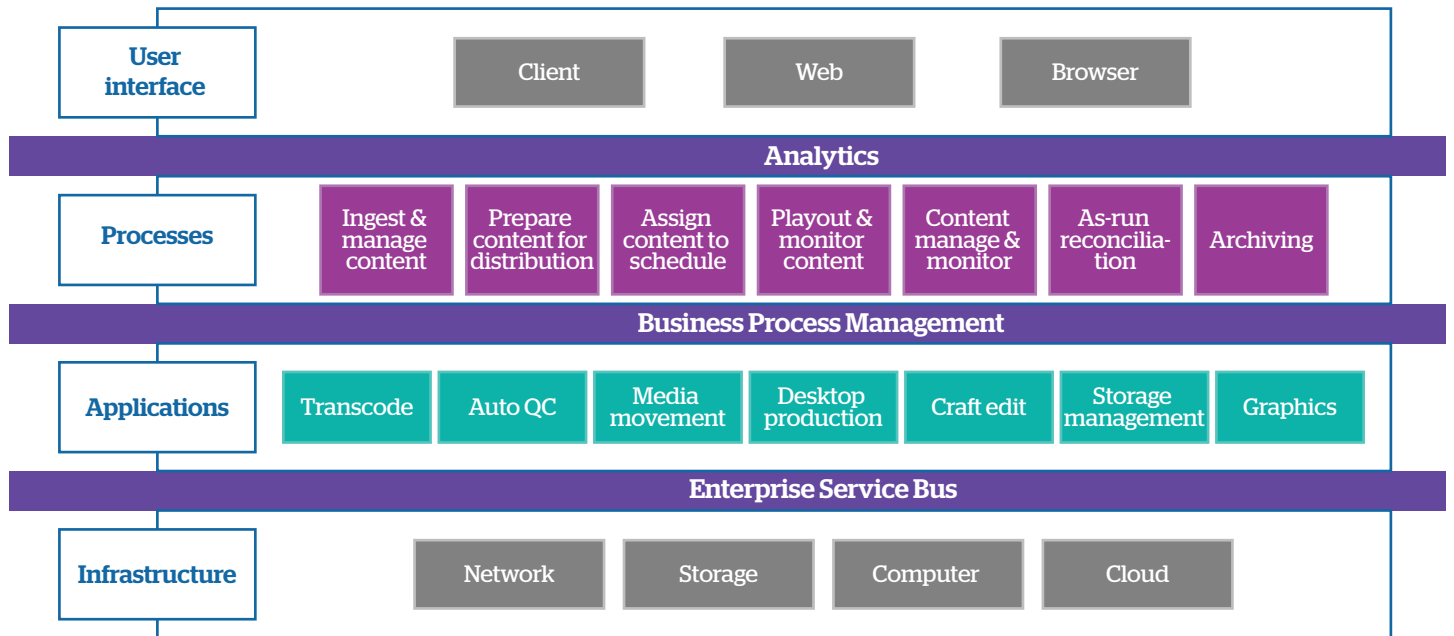
An integrated approach is the key to unlocking the value of Oracle's best-of-breed technologies and applications in these complex environments.

Atos has accreditation across the entire Oracle product portfolio as well as extensive media supply chain industry experience.

ORACLE® Platinum Partner

As an Oracle Platinum Partner and leading global IT service provider, Atos is able to provide the full range of IT services for infrastructure, applications and ongoing user support that are needed to deliver a transformed digital media supply chain.

Transforming your digital media supply chain



An integrated solution

Enterprise Service Bus (ESB)

An **Oracle Fusion** ESB that sends messages between systems such as a message from a MAM to a scheduling system that a new piece of content has arrived.

Business Process Management (BPM)

An **Oracle Fusion** BPM tool that sits on top of the ESB to monitor the status of content flowing through the process and update the messages and workflow status.

Content Storage Management (CSM)

An **Oracle DIVArchive** CSM solution that abstracts complex, tiered storage infrastructures, providing global federation, object-based asset movement, archiving and preservation.

Applications

The following pre-loaded media applications are already integrated and tested with the ESB:

- ▶ **Rhomet** Transcode
- ▶ **Interra** Automated QC
- ▶ **Adobe** Desktop Production
- ▶ **Avid** Craft Edit

Analytics

An **Oracle Business Intelligence** tool that serves the entire organization's needs combining ease-of-use with world class analytics.

Cloud infrastructure

A unified **Oracle Cloud** environment providing flexible infrastructure and a powerful standards-based platform to support a comprehensive range of media applications and workflows.

Five steps to adoption

1. Design

Design workflows using best practice process templates from the Atos broadcast asset repository.

2. Export

Export as Business Process Markup Language (BPML) files ready for ingestion to the selected BPM engine.

3. Ingest

Workflows installed and configured for the ESB infrastructure and ingest BPML files for immediate workflow test and operation.

4. Integrate

Integrate components needed to create a complete digital supply chain: MAM, transcode, QA, file movement, playout and the asset repository.

5. Migrate

Migrate content and data in to service by starting at the beginning of the chain and working downstream towards the more business critical parts of the operation.

Atos and Oracle

Atos has the experience in architecture, design, migration, management and hosting of customers across the world. We currently manage more than 4,200 Oracle databases and over 200 Oracle applications. With over 1,500 skilled Oracle professionals across the world we bring together proficiency in core technology, including database and middleware, plus vertical and horizontal applications.

This strong partnership between Atos and Oracle ensures these integrated stack solutions deliver on performance from a technical and from a business perspective.

Atos and Oracle: a partnership that speaks volumes

- ▶ **More than a decade of global strategic partnership**
- ▶ **Over 1,500 Oracle certified Atos business technologists**
- ▶ **Combined 5,000+ man years of Oracle experience**
- ▶ **More than 15 awards in the last three years by Oracle and Oracle customers**
- ▶ **Top Oracle database hosting vendor with over 4,200 hosted databases**