

Cloud for media

HPE Cloud for Media Business Strategy Workshop

Insights

- Evolve to a fully IT-based production
- Enhance your video monetization
- Become a cloud media hub

Complexity reduction, enhanced collaboration, and fast deployment are some examples of how the cloud empowers the media industry.



The media industry is shifting to a media corporate concept, where products are becoming native digital. This new paradigm—strongly supported by evolving IT enablers—affects how products are created, distributed, and consumed.

This digital media revolution calls for fluid content, giving content producers, broadcasters, and content distributors the opportunity to:

- Innovate and optimize production activities
- Rely on a digital library
- Deliver on every digital touch point

Journalists and operators can create media assets directly in digital—everywhere, every time, and those assets are then classified and stored inside a digital library. Cloud computing—a key IT enabler supporting production and distribution systems for digital TV—provides interoperability and scalability.

Market trends show live environments are shifting to a fully IT-based environment, leveraging on packet-based networks' continuous improvements. Using the cloud paradigm, you can:

- Reduce time to market
- Become proactive, aligning IT to business needs
- Enhance operational efficiency and provide cost savings
- Empower your offering with third-party content and services

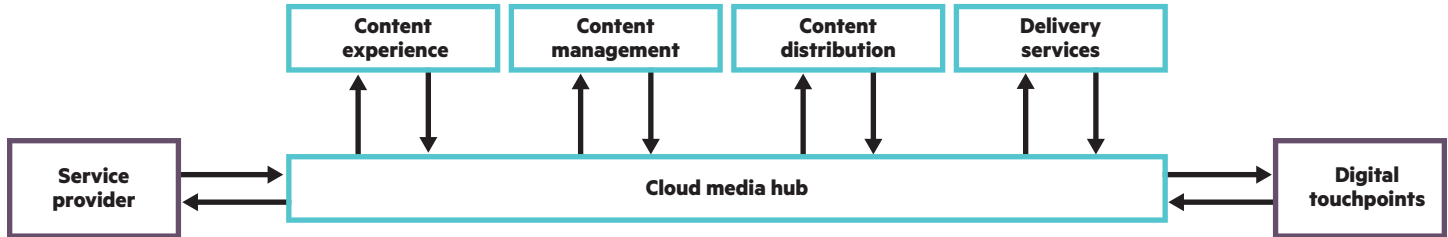


Figure 1: HPE cloud for media vision

Hewlett Packard Enterprise (HPE) and partner services provide “on-demand” capabilities, from content creation and management, to distribution and monitoring, providing:

- Less complexity in leveraging cloud-based services
- Fast deployment, much faster than developing in house
- Comprehensive and secure storage of media assets and subscriber information
- Quick and easy discovery of relevant content for operators and consumers
- Better business model with operating expenses instead of capital expenditures

Attend this workshop

The HPE Cloud for Media Business Strategy Workshop is a half-day program. It is designed to help you address the challenges to empower your digital business in leveraging the best approach to cloud paradigm.

Key stakeholders

C-level marketing strategists, IT, and sales leadership interested in understanding how to infuse their cloud strategy with an operational dynamic should attend. This knowledge will enable a quick response to minimize risks and capitalize on opportunities afforded by volatility.

Gain these key benefits

- Understand what is behind the “cloud” buzzword
- Define strategic guidelines to introduce the cloud in your ecosystem
- Understand the technology and process impact to your core and noncore activities
- Define new business models and revenue streams enabled by the cloud paradigm

See if it fits your needs

Ask yourself the following questions and see if the answers apply.

Am I walking through a progressive evolution to redefine my value chain around native digital products?

Today, organizations are able to implement the complete end-to-end broadcast workflow using cloud technologies, but corporate-media-specific needs must also be taken in account, in particular:

- Manage the integration with traditional business support systems
- Ensure the availability of the foundation services in order to provide needed quality of service



Figure 2: HPE is the key partner for the digital IT transformation

Am I shifting from one audience to an audience of one?

Smart devices introduce new habits, and consumers access them during television programs, looking for value-added services on personalized screens. By directly engaging consumers and knowing their habits and real-time needs, content providers can offer direct, personalized capabilities, enhancing video and consumer-based monetization.

Do I strategize my digital evolution around the concept of reuse, simplification, and flexibility?

Cloud paradigm, in conjunction with a service-oriented architecture (SOA) approach, can support content producers to reuse foundation services, such as ingest, transcoding, digital archive, and others. Content distributors can leverage hosting services for over-the-top (OTT) delivery (linear and COD), in order to strategize their over-the-top-TV (OTTV) presence in a size-as-you-grow model.

Is my IT cloud strategy aligned to my business strategic guidelines?

The cloud is a foundation IT capability that can be deployed with different models, but not every model can be applied to the media industry. It must:

- Integrate internal resources with external services (private or public)
- Identify best architectures in order to ensure high performance and high availability for live and real-time processes, along with many decades of reliability for archived content

- Have on-demand scalability of resources with guaranteed and predictable performance
- Have interoperability between all systems, with the ability to extend such systems with commercial off-the-shelf equipment, without compromising the required quality of service and control

Am I embracing the “media hub” business model?

Cloud paradigm, jointly with third-party gateway capabilities, enables media corporate to provide a compelling, one-stop shop experience to the consumer. This enables media corporate to:

- Become a trusted provider—gaining customer interest
- Enhance consumer engagement—driving revenue opportunities
- Create new revenue streams—differentiating the product and service portfolio
- Monetize core capabilities—offering them as a service with a business-to-business model
- Penetrate new markets—spurring demand for “all digital” media

Work with the best

HPE will support you by providing reference frameworks, clear strategy, and vision in a disrupted ecosystem, leveraging a set of service offerings that consist of capabilities, platforms, solutions, and services that fulfill your needs from business strategy to execution.

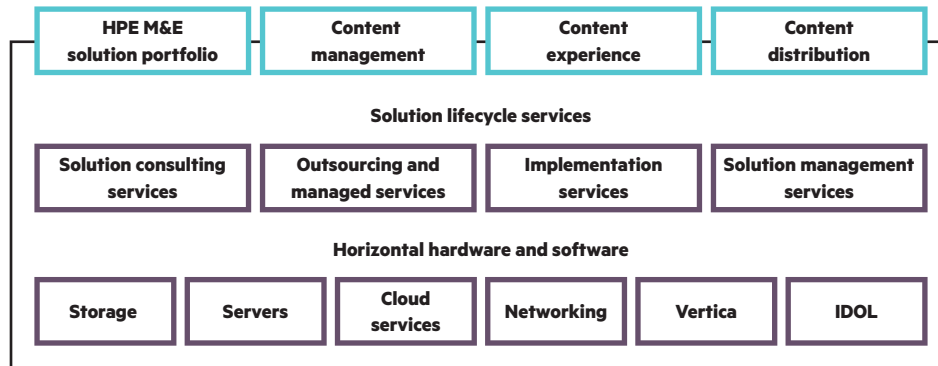


Figure 3: HPE Media and Entertainment solution blueprint

Get further assistance

The HPE Cloud for Media Business Strategy Workshop is the first step: Our comprehensive consulting enables you to define and clarify your strategy to introduce cloud capabilities in your IT ecosystem, identifying the best solution and defining and executing the best deployment approach.

HPE Consulting will assist you from strategy envisioning to evaluating the business case and its execution, in particular:

- Industry and business consulting
- Strategic and financial advisory
- Process, organization, and technology
- Analysis, design, and optimization
- Transformation planning and governance

HPE Media and Entertainment offers a solution portfolio that covers key aspects of digital TV transformation: content management, content delivery, and content experience.

Learn more at hpe.com/csp/scs



Sign up for updates

★ Rate this document