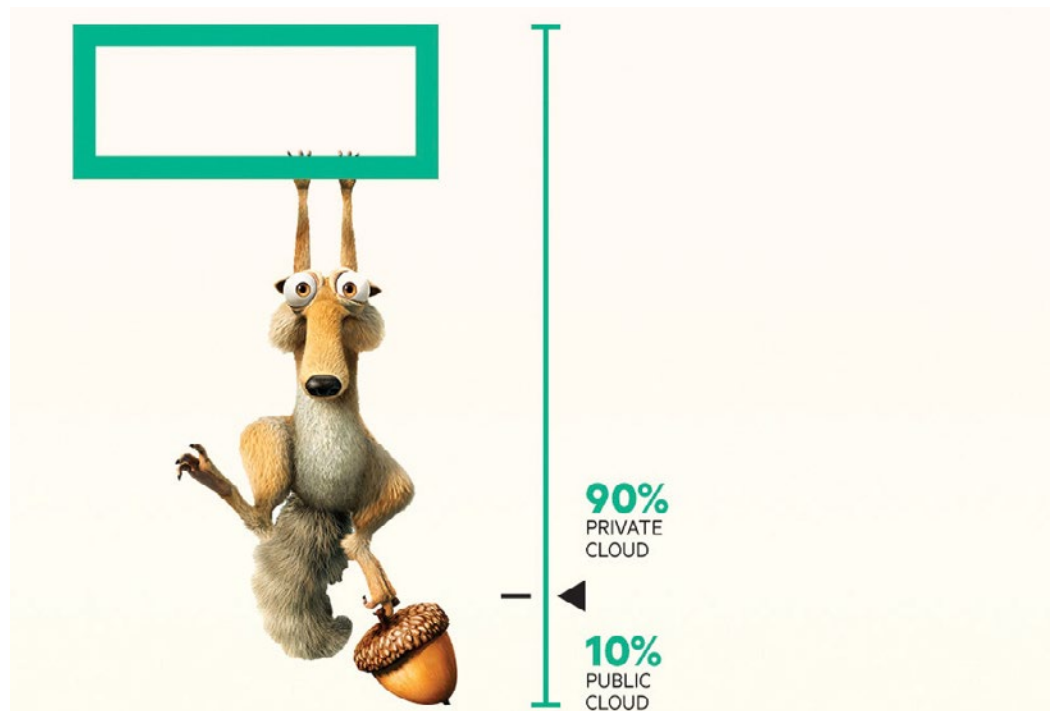




20th Century Fox finds their right mix of cloud

HPE Helion helps Fox find the right mix with a Media Cloud that accelerates the delivery and protection of their most precious assets.



The Fox Media Cloud has empowered business units with the capabilities needed to capitalize on the challenges of the digital age.

Empowering the transition to digital

The Entertainment Industry has been significantly impacted by the Digital Age. Consumers want entertainment on demand, when they want it, where they want it, and on any device. Consumer market windows are shifting—the time a film spends in the theatrical market, the home entertainment market, and then on to television is shrinking. New digital products have been launched, spurring new growth markets such as subscription video on demand. The piracy of content continues to be a real and looming threat, prompting new business models such

as the global day-and-date release of films.

20th Century Fox Film (Fox) is a global leader in the media and entertainment industry that derives revenue from the production, acquisition, and distribution of feature motion pictures and television series. Global distribution is core to our operations as a Studio. If Fox cannot distribute its products, revenue suffers. To address the challenges of the Digital Age, it was vital for IT to take a leadership position to manage our digital journey.

Automated over



digital media scenarios across our global Theatrical, Home Entertainment and Television businesses.



Scaling global operations

The Fox Media Cloud is a digital supply chain platform-as-a-service solution. This hybrid cloud platform supports the collaboration and distribution of marketing materials, broadcast quality television episodes, and full length feature films. Media Cloud capabilities are reusable and leverage automation to scale Fox's global operations.

For example, Fox distributes television content to over 800 broadcasters globally. Previously, after a broadcaster and Fox Sales signed a licensing agreement, it took manual effort to check inventory for the licensed television episodes. If the episodes were not available it took additional manual effort to manufacture each episode to the customer's specifications. Then, tapes for each would be shipped to the customer for their broadcast. Additionally, the customer would have to wait for the tapes to clear customs before they could be broadcasted.

Today, after the licensing agreement has been signed, the entire order-to-delivery content process is automated using cloud services and metadata. Rather than receiving tapes, broadcast quality files of each episode are automatically pushed to the broadcaster's network for immediate broadcasting, completely bypassing customs and avoiding shipping time and expenses.

Empowering IT

The implementation of the Fox Media Cloud required the right mix of IT empowering IT to take a strategic role within the business, providing IT-led innovation focused on both cost savings and revenue generation initiatives. In this role, IT broke down silos between business units to align the organization. The scope included departments from across the enterprise: brand marketing, creative, publicity, media, post-production services, and finance. The implementation was as much a change management project as it was a technology project.

Technology was the enabler, making the Media Cloud the fabric for Fox's digital business capabilities. The three technologies providing the primary components for the Fox digital initiative are: HPE Helion, Open Text Media Manager, and Akamai's streaming platform.

Hewlett Packard Enterprise's (HPE's) portfolio of private, public, and hybrid cloud products and services is core to Fox's media and content operations. Using HPE Helion, Fox is able to reap the benefits and agility of cloud computing, open source, security, and reliability.

Open Text Media Manager (OTMM) is a scalable platform that provides the foundation for managing our theatrical and television digital assets. Using OTMM, users can upload, categorize, collaborate on, and share digital files across the enterprise and with vendors and suppliers.

The Akamai streaming platform enables a scalable content delivery experience. Video content can be viewed around the globe, on different devices, using networks of varying capacity.



50%

of IT resources shifted from commodity support to global service brokering.

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Creating an agile supply-chain platform

Innovating with these technologies, Fox now has an agile, scalable, cost-effective, digital supply-chain platform. Today Fox has:

- Automated over 70 digital media scenarios across our global Theatrical, Home Entertainment and Television businesses.
- Added over 3 million assets in the content repository, distributing over 150,000/month.
- Passed the 1.3 Exabyte per year mark for content sent, received, downloaded, and uploaded.
- Rebuilt and expanded our global network footprint, covering 149 offices, 95 cities, and 44 countries across six continents.

The benefits have been tremendous:

- Driving millions of annualized cost savings
- Significant increase in market share
- Reduction in time to deliver content - from weeks to minutes
- Increase in customer satisfaction
- Substantial “Green” benefits with the reduction in the number of prints and tape

The Fox Media Cloud has empowered business units with the capabilities needed to capitalize on the challenges of the Digital Age. The platform’s competitive advantages have allowed Fox to successfully manage the transition from physical to digital distribution.

Built on HPE Helion CloudSystem

See how your company can find the right mix at hpe.com/helion/cloudsystem.

Objective

Implement a cloud solution that digitalizes media content distribution globally cutting down on the time and money it takes for content to broadcast.

Approach

Integrate the right mix of IT with the HPE Helion portfolio at its core.

IT Matters

- Digitizes and automates a once-manual distribution process globally.
- Accelerates media supply chain efficiency, agility, and security.
- Expands, integrates, and optimizes a global network and B2B framework across six continents.
- 50% of IT resources shifted from commodity support to global service brokering.

Business Matters

- Traditional compute and storage provisioning cut from five weeks to 15 minutes.
- Automation improves media processing and delivery times.
- Millions of annualized cost savings.
- Significant increase in market share.
- Data center footprint reduced by 70%.

Customer at a Glance

HPE Helion Cloud solution

- HPE Helion CloudSystem
- HPE Helion Stackato
- HPE Helion OpenStack

Hardware

- HPE BladeSystem c7000
- HPE 3PAR Storage
- HPE Networking

Software

- HPE Fortify On-Demand
- HPE SiteScope
- HPE Fortify Static Code Analysis
- HPE Database and Middleware Automation
- HPE Universal Discovery

HPE services

- HPE Application Transformation Cloud Services
- HPE Helion Software Services for Cloud Delivery



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