



Workflow Automation for Digital Content Management

AT A GLANCE

Industry

Media & Entertainment

Products

Aspera Orchestrator

Challenge

Support growing demand for video content with improved workflow management, greater efficiency, and increased file delivery capacity.

Solution

PERFORM selected Aspera Orchestrator for fully automated workflow management for even the most complex workflows.

Results

- Aspera allows PERFORM to ingest and transcode over 20,000 media files every day with over 1000 different transcode combinations.
- By automating key decisions and setting business rules in a variety of configurations, Aspera enables PERFORM to reduce time cycles and guarantee delivery to its customers.

PERFORM is a leading provider of sports media live streaming and video on demand. The company distributes sports news media clips and full match content to both television broadcasters and digital media services, processing thousands of media files every day for customers globally.

PERFORM selected Aspera Orchestrator to serve as the single, seamless interface for workflow management, creating a highly scalable and automated workflow to manage large volumes of diverse media files for customers worldwide. By using Aspera Orchestrator to automate one of the largest transcoding systems in the industry, PERFORM can seamlessly control the flow of data through its Content Management System (CMS) in a single view and scale out to the cloud when workloads spike, ensuring the on-demand delivery of sports video under even the most demanding conditions.

CHALLENGE

Video now ranks as the most popular way for fans to consume sports content online, and as a result the volume of sports video distributed online has increased enormously in the past few years. PERFORM fills this growing demand by creating, transcoding and distributing sports news media clips and full match content to television broadcasters

and digital media services in a variety of resolutions, bitrates and formats for any device.

But to manage these highly complex workflows, PERFORM relies on a collection of disparate tools to manage across third party applications, handling a range of processes from watermarking to file format validation. PERFORM also faces large and unpredictable spikes in data volume and workloads at any given time, putting a strain on compute resources during critical times.

To improve its workflow management, increase efficiency, and support its file delivery capacity, PERFORM sought a file transfer solution that could fulfill all of its demands while maintaining high speeds and reliability.

SOLUTION

PERFORM selected Aspera Orchestrator, which offers a single, platform-agnostic interface for fully automated content management. After content is ingested, Aspera Orchestrator automates the process with little human intervention by directing the right content to the correct transcoding workflow, ensuring the platform processes and delivers content where it is needed.

During peak demand, Aspera Orchestrator helps PERFORM to intelligently move

BENEFITS

High-volume processing: Orchestrator scales fluidly and reliably for the extreme processing PERFORM requires during peak demand.

Fast transfers: With Aspera, PERFORM receives and distributes large media files around the world at maximum speed, regardless of file size, transfer distance or network conditions.

Reliability: Automatic resume for partial transfers and retry for failed transfers ensure media files are delivered dependably.

Strong security: Aspera's enterprise-grade security features built-in, SSH authentication, encryption in transit and at rest, and data integrity verification for each transmitted block, protecting valuable media assets throughout the transfer process.



ABOUT PERFORM

PERFORM commercialises multimedia sports content across internet-enabled digital platforms, driving revenues through a mix of Content Distribution, Advertising & Sponsorship, the development and management of Subscription Platforms and Technology & Production.

workloads to the cloud using Aspera On Demand when its on-premise systems reach specific user-defined processing thresholds. Once content is processed and transcoded, the required formats are sent to broadcasters and media partners via a high-speed FASP transfer.

Aspera Orchestrator monitors overall system health and the job status of every single workflow. If one of the supporting applications becomes unavailable, Orchestrator quarantines the application, notifies the team, and re-routes the workflow to alternate systems. Processing errors are automatically reported and users are notified and provided with a recommended resolution.

“With Aspera, our customers receive delivery of their files intact and on time, while the backend processes have been substantially streamlined. This enables our business to operate more cost efficiently and with far greater flexibility than ever before.”

 Ed Silvester
Head of Video Platform, PERFORM

RESULTS

The new system marks an industry first for heterogeneous file management, handling over 20,000 diverse media files per day.

Aspera helps PERFORM eliminate human error by automating key decisions and setting business rules in a variety of configurations to reduce time cycles and guarantee delivery to its customers. Orchestrator works behind the scenes to automatically invoke the right application, manage the processing, and

handle conditional decision making as dictated by the customers' service level agreements.

“With Aspera Orchestrator, Perform now has a management layer that controls all aspects of the workflow and operates seamlessly with our existing Content Management System,” said Ed Silvester, Head of Video Platform at PERFORM. “This allows us to ingest and transcode over 20,000 media files every day with over 1000 different transcode combinations, making a significant improvement to the orchestration of our business model.”

Aspera's intelligent ability to scale out to the cloud on demand ensures that even when processing demands spike to their highest levels, PERFORM can always meet obligations to its customers on time.

Plus, Aspera's integrated monitoring and performance management provides full tracking and reporting, allowing PERFORM to monitor the entire lifecycle of the content at any time or point in the workflow.

“With Aspera, our customers receive delivery of their files intact and on time, while the backend processes have been substantially streamlined. This enables our business to operate more cost efficiently and with far greater flexibility than ever before,” added Silvester.

With Aspera, PERFORM satisfies customer demands by seamlessly handling sudden increases in data volumes and by pushing the highest priority projects to the front of the queue.

About Aspera

Aspera is the creator of next-generation transport technologies that move the world's data at maximum speed regardless of file size, transfer distance and network conditions. Based on its patented FASP™ protocol, Aspera software fully utilizes existing infrastructures to deliver the fastest, most predictable file-transfer experience. Aspera's core technology delivers unprecedented control over bandwidth, complete security and uncompromising reliability. Organizations across a variety of industries on six continents rely on Aspera software for the business-critical transport of their digital assets.

Learn more at www.asperasoft.com