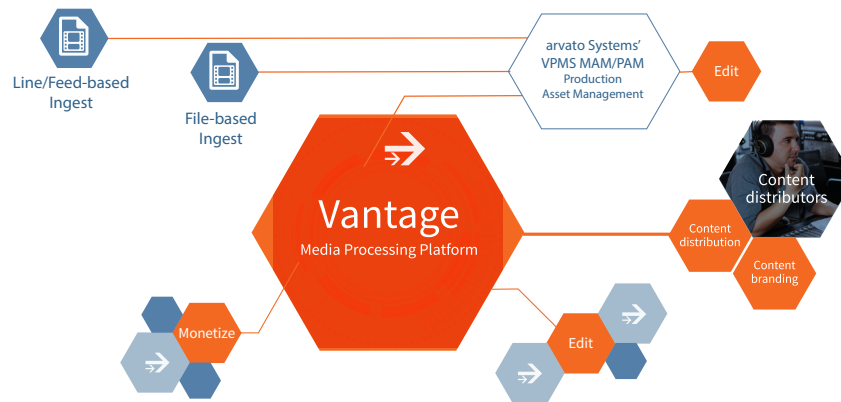# arvato Systems' VPMS MAM and Vantage
Partner Solution

Automate file-based media processing, transcoding and media asset management with Telestream Vantage and arvato Systems' VPMS MAM

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arvato Systems' VPMS MAM integration with Telestream's Vantage media processing platform helps to simplify the otherwise arduous task of ingesting content, managing associated metadata, tracking multiple versions, archiving, and handling delivery of that content in a myriad of formats in order to meet the needs of today's consumers who chose to view content on a variety of disparate platforms.
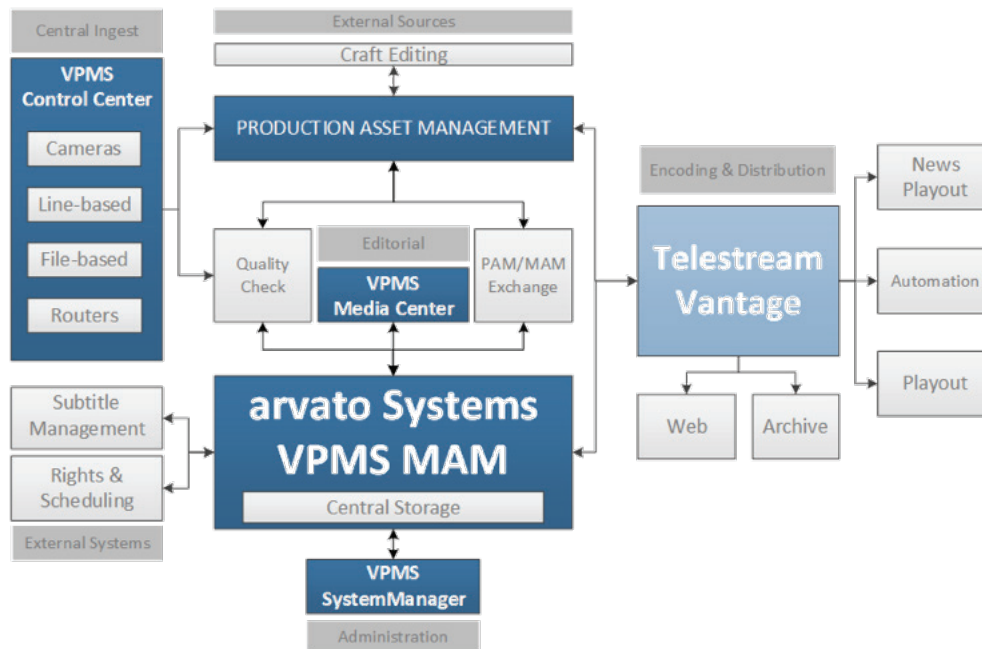
Overview

News, Sports, and Entertainment outlets across the globe share the common problem of managing video and audio assets as they move away from traditional linear tape based infrastructures and begin to deploy file-based workflows within their facilities. To compound the difficulties, a proliferation of consumer viewing options, myriad file formats, and 3rd-party integration opportunities, further exacerbate these new challenges. This new operational reality involves new technologies, applications, workflow tools and vendor collaborations not previously required.

When linear based workflows were the norm, operations were simpler as there were tangible assets in the form of video tape – and changing from one format to another, was as simple as a dub from one tape machine to another. Transitioning to file based workflows introduced the problems of how to manage intangible assets in the form of data files, and how to generate and keep track of files in the various formats required for editing, distribution and archival.

A Solution Arrives

By combining the tools provided by arvato Systems' VPMS enterprise-class Media Asset Management solution with Telestream's Vantage media processing platform, these challenges are once again simple. VPMS provides all the functionality one would expect from a MAM, from managing the ingest of content, management of associated metadata, tracking various versions of the same content and making sure the right formats get archived, plus robust search capabilities. Through a rich API, VPMS can pass transcode requests to Vantage for processing, track job progress, and receive and check the resultant file into the MAM – all from a single unified user interface.

telestream

The diagram above illustrates a sample file-based enterprise media and business management environment where VPMS and Vantage are integrated with a number of 3rd-party components and business process areas.

Vantage Control via arvato Systems' VPMS

The control of Vantage is triggered by the arvato Systems' VPMS MAM. VPMS utilizes the Vantage API to execute jobs by specifying values for a series of Vantage variables, enabling jobs to be processed and decisions made in Vantage.

Users simply select a proxy-based video preview and then Vantage and VPMS work together to hide the complexity of transcoding jobs. Administrators can configure advanced workflows for rules-based encoding, including bulk and partial job submission, with automatic status updates between the systems.

arvato Systems use the Vantage Workflow engine to analyse incoming media and its associated metadata and then transcode or re-wrap media to the correct format for delivery to Avid interplay.

This function is especially useful for user generated content, where Vantage can look at the source media and automatically convert the media based on frame rate (Vantage can integrate with Cinnafilm Tachyon), aspect ratio, number of audio channels, and other details that Vantage can inspect.

Summary

Customers and system integrators alike can rely on the Telestream & arvato Systems partnership to provide a cost effective solution along with the expertise and business value one would expect from an enterprise-class media management solution.

About arvato Systems

As a global IT specialist, arvato Systems' focus is on solutions for Digital Transformation. A unique combination of industry knowledge and manufacturer-independent technology expertise ensures successful projects with well-known companies around the world. arvato Systems build intelligent links between all business processes, making data accessible, creating transparency, and supporting detailed workflow control. For additional information, visit: IT.arvato.com/vpms