

Sky Improves Media Management with Intalio | bpms

With Intalio|bpms, Sky's Processes are Reliable, Optimized, Accurate, and Fast, No Matter How High the Demand.



Customer : British Sky Broadcasting

Industry : Home Entertainment and Communications

Product : Intalio|bpms

Application : Process Management and Integration

Several years ago, British Sky Broadcasting recognized the need to further develop their content delivery model to address increasing demand and new technologies. The solution would be a multi-faceted, multi-year effort to address processes and technologies related to media content delivery. Vendors would have to deliver solutions that were scalable, flexible, and able to integrate with other systems. Processes needed to be streamlined and each aspect of the project had to align with the business needs of the organization.

Sky engaged products from several vendors, selecting functionality from each that would need to work together to form a more effective whole. This approach moved the project ahead more quickly and allowed for application of tried and tested, as well as innovative, approaches to complex requirements. But it also made it critical to have the robust and scalable Intalio|bpms business process engine to orchestrate processes involving multiple systems.

intalio | bpms

*The Modern Way to
Optimize Business Processes*

About Sky

British Sky Broadcasting is the UK and Ireland's leading home entertainment and communications company. Around 40% of all homes have a direct relationship with Sky through its range of TV, broadband and home telephony services.

Sky is the UK's biggest investor in television content, investing more than £2.5 billion a year in channels such as Sky 1, Sky Atlantic, Sky Living, Sky Arts, Sky Sports, Sky Movies and Sky News. Alongside its commitment to offering customers a greater choice of high-quality content, Sky is a leading

innovator. Customers enjoy total control and flexibility over their favorite TV through Sky+, watch TV on the move through Sky Go, and enjoy the best quality TV experience at home through High Definition and 3D.

Sky distributes its content broadly over several platforms, including satellite, cable, IPTV, mobile and WiFi. NOW TV, Sky's second consumer brand, builds on the company's leadership in internet TV. Sky is also the UK's fastest-growing home communications company and favorite 'triple-play' provider of TV, broadband and home phone.

The Business Challenge

Several years ago, Sky recognized the need to further develop their content delivery model to address increasing demand and new technologies. The solution would be a multi-faceted, multi-year effort to address processes and technologies related to media

content delivery. Vendors would have to deliver solutions that were scalable, flexible, and able to integrate with other systems. Processes needed to be streamlined and each aspect of the project had to align with the business needs of the organization.

Requirements

Sky needed powerful process management to channel more than a dozen major workflows for their project. And with indicators that demand for online media content will only rise, they needed a solution that could scale easily. Sky also needed this process management platform to be flexible enough to integrate cleanly with other products from other vendors. Metadata

handling needed to be robust: receiving, processing, following, and delivering data to any part of the system, quickly, dependably, and automatically. In addition, as technology continued to advance, Sky needed to be able to tweak and evolve processes as needed and on demand, with minimal risk to the project overall.

“ Media and broadcast technology is evolving rapidly and at Sky we fully embrace the “Believe in Better” philosophy and strive to make things better for our customers in everything that we do. Adopting these technological advances at an early stage and driving through practical solutions are key measures in our success. The Tapeless Programme is a good success story, where we improved and automated our tape-based workflows by introducing robust and integrated process management, provided by Intalio|bpms, orchestrating the flow of media, metadata and user interactions through multiple systems and products. ”

Ed Abrahamian

MAM Programme Delivery Manager, Sky

Options

Sky engaged products from several vendors, selecting functionality from each that would need to work together to form a more effective whole. This approach moved the project ahead more quickly and allowed for application of tried and tested, as well as

innovative, approaches to complex requirements. But it also made it critical to have the robust and scalable Intalio|bpms business process engine to orchestrate processes involving multiple systems.

Benefits

Sky's project has successfully ushered media content delivery into a new technological era, with benefits including:

Integration. Intalio|bpms is the integration key that enables other aspects of the project to work together. Intalio|bpms delivers data between and among vast areas of the operation, and between and among products from several other vendors.

Orchestration and Automation. Intalio|bpms orchestrates media content flow on demand to linear transmission, OTT platform and, third-party vendors. The management of each asset, be it a commercial, a program or a promo is managed all the way through from ingest to post production to QC and Tx Packaging with controls at every stage of the process.

Primary and Alternate Workflows. By implementing alternate workflows, Intalio|bpms ensures unexpected circumstances don't interrupt media content delivery. The agility of Intalio|bpms enables it to delivery functionality much more quickly than by other methods.

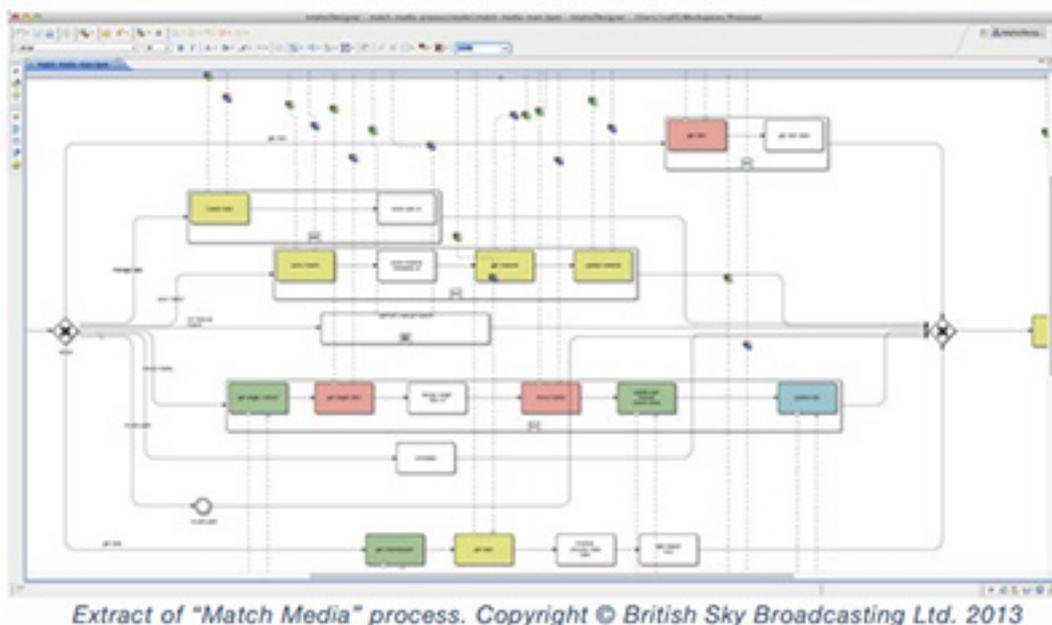
Scalability. Demand for media content continues to rise and Intalio|bpms meets that demand daily. Intalio|bpms enables Sky to meet rapid growth on demand.

Flexibility. Intalio|bpms integrates with products and services from multiple other vendors,

Accuracy. Intalio|bpms manages processes accurately and reliably. Dozens of processes, from transcoding media to importing and exporting data on demand, depend on correct processing by Intalio|bpms.

Speed. In a world in which “the right content in the right place at the right time” is paramount, Intalio|bpms helps Sky deliver media content quickly and efficiently through multiple products and services.

Cost Effectiveness. Intalio|bpms delivers significant value on the strength of its low license costs and robust functionality built on its roots as the first open source BPMS on the market.



“ Sky needed best-in-class process management, and Intalio|bpms delivered. We were pleased to support the Sky team into the project’s completion, and look forward to helping them expand and refine processes as their media content delivery business continues to expand. ”

Raj Jain
CEO, Intalio

Intalio|bpms Enables Media Content Delivery for Rapidly Increasing Demand

Since completing the project and going live, demand for media content through Sky products and services has continued to rise. With Intalio|bpms, process flows and process

management are reliable, optimized, accurate, and fast, no matter how high the demand.

“ Intalio|bpms continues to be a core component of our file based delivery platform with many feature enhancements based around the product’s outstanding capabilities. ”

Ed Abrahamian
Sky

About Intalio

Intalio – The Modern Way to Build Business Applications. Intalio’s suite of products enables businesses, large and small, to rapidly build business applications that are cloud-scalable and mobile-enabled to support an agile response to their market. Our standards-based software can be found powering over 1000 businesses including some of the largest in the world like Deutsche Bank, General Electric, NTT, Irish Revenue Commission, Singapore Airlines, Facebook and Google.

Intalio is headquartered in Palo Alto and has over 100 partners and world class investors. To learn more about building modern applications, visit www.intalio.com.

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