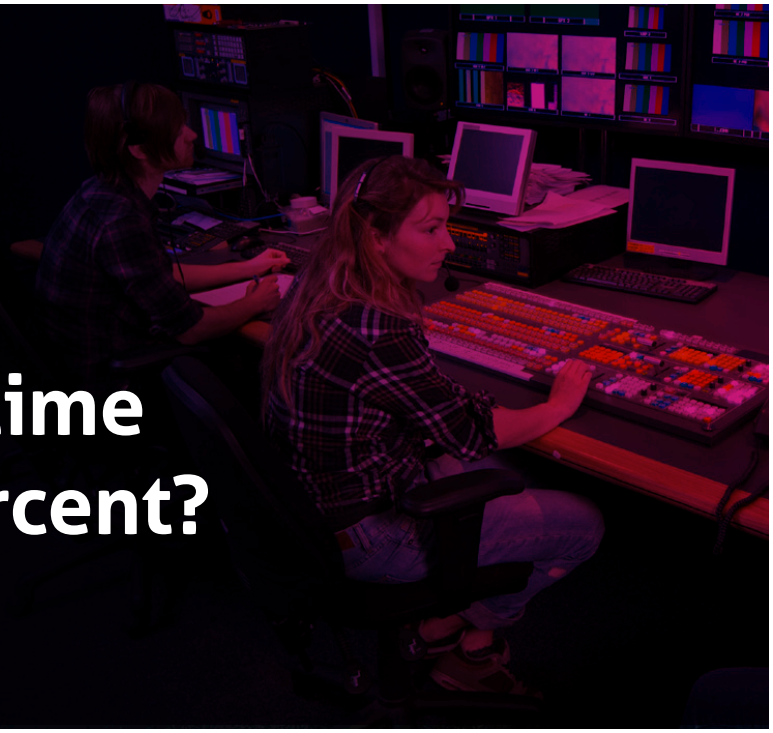
SUCCESS STORY | RED BEE

OPENTEXT

What if you could reduce customer onboarding lead-time and cost by 80 percent?



Red Bee Media is a world-leading expert in the distribution and promotion of multimedia content, offering a comprehensive range of broadcast services to playout, publish, promote and provide media access for content across all media, from television to mobile phones. With over 1,200 staff in London and its subsidiaries across the world and revenues in excess of £120million, Red Bee Media is the largest playout and channel management business in the UK and is quickly expanding.

Business case

Red Bee specializes in the delivery and promotion of digital media and offers the complete range of services required to promote, playout and provide access to video content.

Its clients include broadcasters such as the BBC, Virgin Media TV, ESPN, Discovery and STAR as well as telecommunications companies such as Orange.

Red Bee was looking for a solution to automate its workflows across a range of systems and business processes in order to increase the speed of delivery of these services, whilst also providing the flexibility for last-minute changes that are common-place within the broadcast industry.

The solution also needed to support the stringent quality control and SLA service measurements that Red Bee has to adhere to, during the ingest process of content and scheduling.

The solution

OpenText Cordys enables Red Bee to sort and filter through work items as and when priorities change as a result of the dynamic nature of program scheduling.

From a technical perspective each program schedule can include up to 3,000 different events which need to be filtered, with over 500 items in each schedule that Red Bee Media would be interested in as part of the work list management.

All programs, promotions and commercials required during the average day need to be scheduled and broadcast in real-time and without failure.

INDUSTRY

Communications and Media

CUSTOMER

Red Bee Media

CHALLENGES

- Increase business flexibility and reduce time to market
- Increase visibility of business metrics
- Reduce cost of adding new services,
- Reduce cost of changing business processes and ongoing support

SOLUTIONS

- OpenText Cordys BOP
- OpenText Cordys BPM
- OpenText Cordys SOA

BENEFITS

- Onboarding of a new channel from 2400 man days to 450 man days
- Ability to quickly adapt to changing needs in dynamic sector
- Reduced Total Costs of Ownership (TCO)
- Better visibility of operational performance
- Improved predictability of development effort for onboarding of new channels

"OpenText Cordys enables us to deliver business agility and speed-to-market which are key differentiators."

DR SUE FARRELL,
HEAD OF ARCHITECTURE AT RED BEE MEDIA

Red Bee is also using OpenText Cordys to manage its ingest processes and other operational systems such as its digital asset management, library management and playout server systems.

Business benefits

Red Bee Media can now automate business processes faster and more effectively by giving the business direct control over the creation and management of existing and new processes. Critical to this is the automation of the business processes unique to the broadcast sector including programming, promotions and presentations, commercials, Video-on-Demand, language dubbing requests and ingest requests.. The OpenText Cordys Business Operations Platform (BOP) enables Red Bee to manage its media logistics operations, from ingesting material and schedules, facilitating the production of promotions and subtitles, through to delivery.

Key benefits include:

- Effective management of schedules and exceptions
- Ability to meet KPIs related to different schedules and loads
- Prioritization of worklists
- Ability to respond in seconds to changing priorities in the highly dynamic TV sector ■

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