

# SIMPLICITY FOR MEDIA SOFTWARE & TECHNOLOGY

## Imagine Communications and Dell EMC Converged Systems with Isilon: Payout moving to private clouds

### ESSENTIALS

- Resources are optimized providing on-demand capabilities—reducing costs and increasing efficiency
- Allows you to stand up new channels when needed
- Shift resources from maintaining software and infrastructure to delivering innovative business value
- Modernize and transform media data center environments
- Meet the evolving and dynamic demands of today's tech-savvy, TV-everywhere media consumer

### CONSUMER AND TECHNOLOGICAL CHANGE

With dynamic changes in consumer viewing habits, new delivery business models, and a growing need to simplify and become more efficient, broadcasters face some daunting challenges and opportunities. Two truths seem clear: 1) The operational and delivery models continue to change, and 2) Broadcasters need media software and infrastructure platforms that modernize broadcast workflows to increase agility, speed, cost effectiveness, security, and scalability.

Broadcasters are eager to compete for audience and ad dollars by quickly deploying new services and channels with specialized content. What's needed is a flexible, software-based architecture deployed on an integrated playout solution that accelerates channel deployment more quickly and simplifies infrastructure. This ideal solution enables broadcasters to pay for only what they need and affordably add features as business needs evolve.

### SIMPLIFY BUSINESS GROWTH

Broadcasters and service operators are increasingly looking to leverage the media software they use today in virtualized deployments or even in cloud-based architectures. The goal is a more cost-effective, flexible option for the way they manage, deliver and monetize their content and meet consumer demand for broadcast or multiscreen services.

Imagine Communications has created a platform of media software in uniquely flexible and scalable cloud-based media and playout solutions that enable customers to launch new channels, expand their audiences, and deliver cross-platform services with much less startup and lower capital equipment costs—spanning advertising, traffic and billing, automation and multiservice playout.

The Imagine Communications' VersioCloud IP-enabled, integrated playout-in-the-cloud platform enables customers to manage their entire video channel operation virtually over public and private clouds, allowing broadcasters to quickly reach new markets, introduce new channels, and scale to realize new levels of profitability.

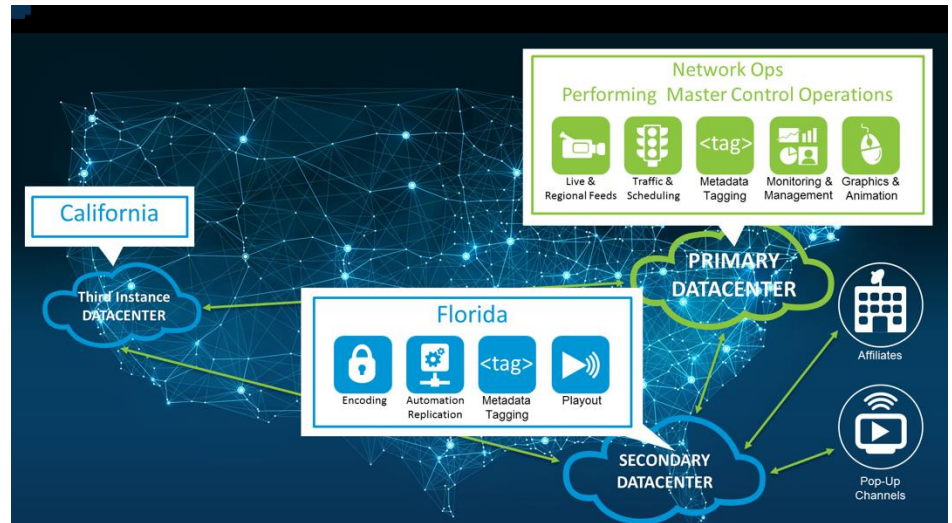
In addition, the transition to a public or private cloud takes place through a hybrid deployment approach, integrating new, virtualized infrastructure with their current on-premises systems at a pace that you set—without disrupting current operations.

### OPTIMIZE THE BROADCAST WORKFLOW

Working with Dell EMC, Imagine Communications' VersioCloud IP-enabled, integrated playout-in-the-cloud platform is implemented on the Dell EMC Vblock Systems and

Isilon storage platform. The “studio-in-a-rack” simplifies implementing all aspects of channel layout, enabling a flexible and future-proof broadcast environment.

Broadcast networks can now run master control and routing functions with hybrid private cloud/IP-baseband systems using hardware and software products from the combined Imagine Communications and Dell EMC partnership. Traditional media hardware can be replaced with the virtualized equivalent running in private cloud-based systems.



Dell EMC Vblock Systems and Isilon host necessary components in its data center so customers securely fulfill channel play-out across their geographically dispersed network operations, engaging customers with content that is tailored to their respective operations.

## ABOUT DELL EMC CONVERGED INFRASTRUCTURES

Dell EMC is the market leader in converged infrastructure and converged solutions, seamlessly integrating best-in-class compute, network, and storage technologies from industry leaders Cisco, Dell EMC, and VMware.

The Dell EMC Converged Infrastructure with Technology Extension for Isilon delivers a simplified consolidated central location for assets and provides instant and ubiquitous access to growing stores of digital content and unstructured data. The Isilon platform removes the cost and complexity barriers of traditional storage architectures, simplifying administration and reducing cost of ownership across the board.

Build your story on Dell EMC.

### CONTACT US

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