

# Snell Advanced Media - Software Defined Solutions



## Software Defined Solutions

**Market dynamics have brought uncertainty to the media sector: companies need agile systems that can scale up and down rapidly and cost effectively. At the same time solutions to satisfy the demands of proliferating distribution platforms have become essential. A practical resolution is to migrate from fixed infrastructure to software systems which run on commodity IT equipment.**



**Now is the perfect time for media companies to embrace the very latest datacenter and cloud technologies and reap the rewards of their inherent flexibility and beneficial cost models.**

**Software Defined Solutions can turn the desire for flexibility and beneficial cost models into a reality by removing the need for bespoke hardware and providing software only, virtualized and cloud ready solutions.**

### Benefits of a Software Defined Solution:

- Deploy new services and operations quickly and easily within a connected ecosystem.
- Adapt quickly to market dynamics and easily transition to datacenter/cloud-based operations.
- Leverage existing infrastructure investments while launching new solutions or services.
- Increase efficiencies through streamlined software defined workflows.
- Monetize production, linear and nonlinear business operations on a single unified platform.

### Benefits of SAM's Software Defined Solutions:

With a market leading experience in the media and broadcast industries and a reputation for pioneering innovation, SAM is ideally placed to understand the current market needs and utilize the very latest technologies to provide highly capable Software Defined Solutions.

Datacenter technologies and virtualization platforms provide SAM with the opportunity to offer automated deployment of Software Defined Solutions with minimum time to realization, thus maximizing monetization opportunities.

These deployment models, coupled with SAM's Software Defined Solutions mean media companies can now benefit from our new and innovative license models which allow media companies to move towards operational expenditure models.

Software models and benefits facilitated by this include:

- Perpetual software license – upfront fixed project cost to suit capex budgets.
- Monthly/yearly/multi-year license subscription – benefit from pure opex to align with revenues.
- Pop-up – great for event based usage.
- Pay as you go – ideal for new trial services.
- Trial license – try before you buy.

**Deploy new services and operations quickly and easily within a connected ecosystem**

## SAM's Technologies

At SAM we are pioneering new technologies to enable Software Defined Solutions for playout, media processing, media signature technologies, remote editing, media asset management and workflow automation, supporting media companies' migration towards a software defined future.

Technologies which enable our software defined solutions include:

- **Media Biometrics** – Media signature technology for the file-based and IP domain that enables intelligent monitoring across the entire media production chain.
- **XF** – The xFile framework is a software deployable architecture for processing media files in COTS-based computing environments. It is used to support our software based standards conversion and format conversion products.

- **Go!** Technologies enable users to access Enterprise sQ content from anywhere on a wide range of devices. Go! is responsive, enabling media to be accessed elegantly on the full range devices - mobile, tablet and desktop. Adaptive streaming enables editors to view video on Wi-Fi, 3G or 4G connections right down to 400kb/s, so they can start creating stories as soon as breaking news content begins to arrive.
- **IP Edge** – Providing an SDI to IP live signal routing transition. SAM's IP-Edge technology adheres to the goals and objectives set forth by AIM's with SAM being a committed member from the organization's inception.

Further information on SAM's solutions can be found at [www.s-a-m.com](http://www.s-a-m.com) or please contact your SAM regional sales office.

