

Intigral increases VOD offerings and operational efficiency with HPE MWM

Contents

Introduction to Intigral	2
Business drivers and challenges	2
Introducing HPE Media Workflow Master	2
Flexible customization, integration, and implementation	3
Achieved KPIs	3
About HPE	3

Introduction to Intigral

Formed in 2009 with offices in Riyadh and Dubai, Intigral is a leading provider of IP video products and billing services in the MENA region. By delivering fully customizable digital entertainment and sports solutions, they drive broadband, open new revenue opportunities, and create rich consumer engagement channels. Their products are built on a cloud-based delivery platform using the latest technology to provide high-quality streaming services, APIs for simple integration, payment modules, social integration, and high-value tracking and analytics. They offer a full suite of services including consultancy and business planning, technical development and integration, content acquisition, video operations and delivery, marketing, and ongoing after-sales support.

Business drivers and challenges

Growing business and market demands led Intigral to start a new division dedicated to VOD business. This is done with requirements to aggregate ever-growing amount of content, enrich metadata, transcode, and manage the lifecycle of each assets—all while adding minimal impact on the current business, financially and operationally. Actually, they were not only looking to keep their current business model but improve efficiency and minimize human errors. In a siloed, manual (or semi-scripted) environment, it is easy to lose massive amount of metadata that needs to be input, managed, and output in different formats to different types of distribution platform. However, this is crucial for operators like Intigral, as mistagged content can quickly become a major reason for missed revenue.

One last major challenge was to unify their content metadata, between their VOD library and IPTV, in order to reduce the TTM by eliminating the need to creating EPG data from scratch when most information is already available in the VOD database.

Introducing HPE Media Workflow Master

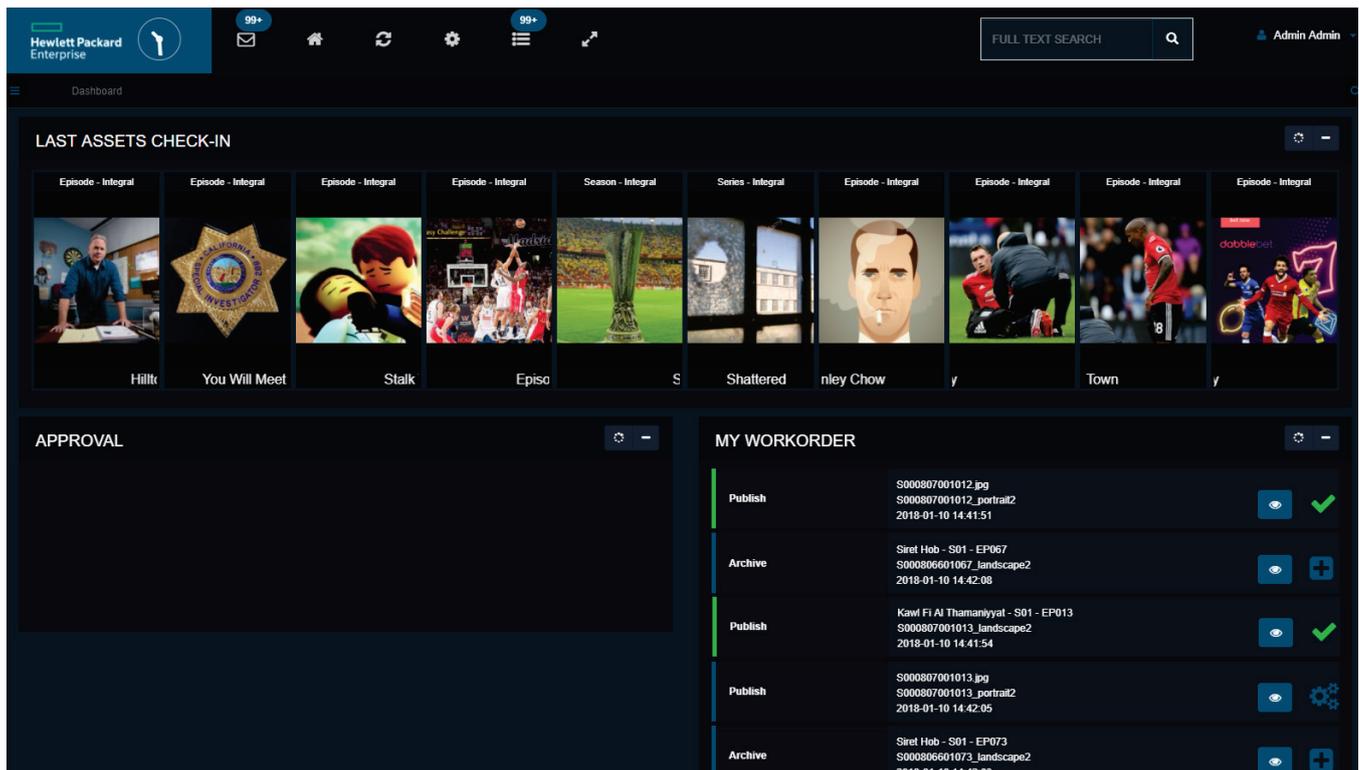


Figure 1. HPE Media Workflow Master customizable dashboard

HPE Media Workflow Master (MWM) is a modernized, integrated digital asset management platform, built on an open architecture, which uses the latest IT technologies and orchestrates multiple functions from disparate systems into a single collaborative solution.

Automating Intigral's operation workflows

HPE MWM includes a complete and powerful workflow system, which includes resource and control management, metadata enrichment, asset management, and destination platform management. The automation of these content management operations reduce or eliminate human error and produce a multitude of formats required to support video services to multiple devices, mobile to traditional TV, and such.



Metadata enrichment

No more mistyping of crucial metadata, leveraging the auto-extraction of technical and editorial metadata from the content and other sources. By implementing HPE MWM, Intigral is now able to automatically enhance metadata of video assets and live programs, importing its information from internal and external movie databases. Also, it can even offer additional enrichment capabilities with its poster service.

EPG sync and management

By combining a single database of metadata assets for EPG and video on demand, HPE MWM offered Intigral the ability to streamline its operations, and repurpose enriched metadata for VOD or EPG. The involved workflows for EPG are compliant with the workflows applied for the VOD services. This provides efficient and quality EPG information, as well as augmented metadata that is reusable for both IPTV and VOD services—all contributing to enhanced experience for IPTV and OTT services.

HPE Media Workflow Master enables customers to be more competitive by reducing the time to market with rich media content with an open source architecture that enables them to have the freedom to choose which vendors' products will work best for their media processing needs without being locked in to a costly proprietary platform.

Flexible customization, integration, and implementation

In a year, the solution was implemented achieving fundamental efficiency by automating tasks and reducing the number of tools and applications while eliminating human errors in the exchange of information among departments.

A single repository allows the enhanced metadata to be reused for both VOD services and live TV services.

“We chose to work with HPE because they have a unique set of M&E experience—long standing expertise in software-defined open architectures combined with media technology experience. Together, we were able to implement a truly groundbreaking solution for the industry and help Intigral to maintain an industry-leading content provider position.”

– Eyad Al Dwaik, Engineering Director—Operations and Maintenance

Achieved KPIs¹

More than 27,000 workflows per month: Otherwise done manually or through cumbersome scripts, Intigral currently performs more than 27,000 workflows per month, using different technologies and third-party components. The workflows are triggered either automatically or manually, depending on the type.

800 master files ingestion per month and growing: As most content aggregators and operators, Intigral ingests more and more content every day and delivers to a growing number of platform. With HPE MWM, Intigral is now efficiently ingesting more than 800 master files per month.

15,000 “publish” workflows per month: Intigral created a publish workflow involving the transcoding of a specific content to different types of format depending on the platform, as well as migrating the audio and subtitles, and exporting to the appropriate platform. They perform this task 15,000 times a month, every time with just a single click—or even automatically depending on the publishing platform.

Seamless transition: By early 2018, Intigral was able to introduce a new format on OTT serving new types of devices without disturbing the existing workflow or adding extra operators.

About HPE

Hewlett Packard Enterprise is a global technology leader focused on developing intelligent solutions that allow customers to capture, analyze, and act upon data seamlessly from edge to core to cloud. HPE enables customers to accelerate business outcomes by driving new business models, creating new customer and employee experiences, and increasing operational efficiency today and into the future.

¹ Based on HPE internal and Intigral data, 2018



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