Media Workflow Management

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MEDIA AND ENTERTAINMENT

1 Business Challenge

- No real-time visibility into the production progress of the media asset as it moves through the workflow, and therefore unable to anticipate bottlenecks within the workflow
- Too much time, effort and money spent on maintaining legacy systems that do not integrate well with each other to support the changing demands of media production
- No consolidated view of costs and IP rights to determine how media content can be further monetized and exploited

2 Solution

- Oracle's Media Workflow Management Solution is a media aware application deployed on standard Fusion Middleware with media workflows built using BPM
- This solution tracks the end-to-end creation, management and movement of media assets, as well as process interactions between people and systems
- Standards-based media workflow orchestration and integration remove the need for manual integration and significantly improve the ability to adapt to changing demands in media production
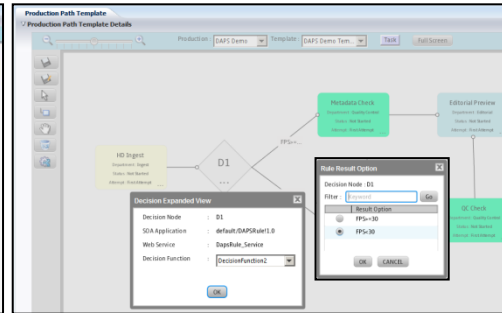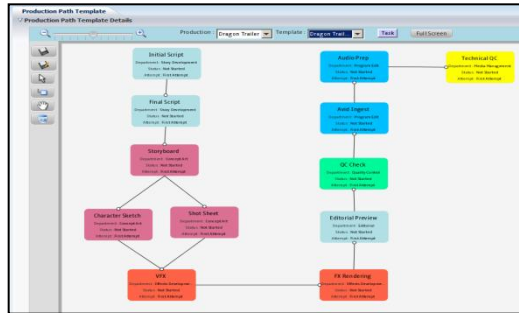
3 Results & References

Benefits:
- Real-time visibility of the media workflow process at all levels
- Proactive planning and quick response to any workflow bottlenecks that may occur
- Optimized use of resources and talent
- Effective collaboration between departments and production teams
- Increased production capacity
- Reduced time and cost to create new workflows and distribution channels

Partner Contact
- Americas , Asia Pacific – Tom Inglefield (tom.inglefield@oracle.com)
- Europe, Middle East, Africa – Robert Ambrose (robert.ambrose@oracle.com

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Media Workflow Management

Media-centric Process Model – New processes can be easily defined by the customer

Storage integration to address media archival needs

Integration with back-office ERP systems for a more comprehensive business view of production

Integration with specialist tools for media production

Out-of-the-box Media Workflow Dashboards

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Customer Spotlight

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MEDIA AND ENTERTAINMENT

Major film entertainment and broadcast studios
Plan and manage content workflow and distribution

Several leading film entertainment studios plan, manage and operate content operations and distribution using workflow, integration tools, rights & royalties management, and tape and disk storage

INDUSTRY:
Media – Entertainment, Broadcasting

SOLUTION COMPONENTS:
- Oracle SOA Suite
- Oracle BPM Suite
- Oracle WebCenter Content
- Oracle WebLogic Suite
- Oracle Media Intellectual Property Management
- Oracle StorageTek

CHALLENGES

- Difficulty managing dynamic schedule changes as production needs change
- Difficult to manage effective and efficient assignment of resources
- Escalating production demands and costs as production processes and distribution move to digital
- Unable to effectively support new digital content launches through additional distribution platforms

RESULTS

- Up to 35% improvement in productivity
- Increased process control visibility
- Use of production resources optimized
- Production capacity increased
- Content production costs reduced
- Digital content delivery and digital end-to-end workflows enabled

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