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VPMS from Arvato Systems – New content management solution for Turkish media company

Because it is a large media company, it is crucial that the Dogus Media Group keep up with the technological times. The potential of its in-house systems, which unfortunately cannot be flexibly adapted to global standards, is generally very quickly exhausted. However, with the introduction of the Media Asset Management System (MAM) VPMS from Arvato Systems, the Dogus Media Group has taken a decisive step into the future.

„The connection to modern technologies ensures us the necessary sustainability."

Barış Özbey
CTO, Dogus Media

The Customer

–   The Dogus Media Group is a Turkish media company headquartered in Istanbul.

–   The company operates seven TV channels, several radio stations as well as various internet channels and publishes a variety of magazines.

–   As a part of Dogus Media, the company employs more than 2,000 people.

Industry

–   Media

Background Situation

To date, the Dogus Media Group has mainly worked with in-house developed, proprietary systems. However, these were no longer meeting the company's requirements for an efficient and modern MAM solution. Also, further development of the system and the integration of new technologies were becoming increasingly difficult.

Vision

In order to comply with global technological standards and become a leader in the Turkish market, the Dogus Media Group wanted a flexible MAM system that could be easily integrated into third-party systems.

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By connecting the Video Production Management System (VPMS) with modern technologies, the Dogus Media Group wanted to secure the necessary technological viability.

Solution

VPMS from Arvato Systems is a flexible yet powerful media asset management solution for large television companies and video specialists. From recording to production, to distribution and archiving – the system covers all stages and workflows needed for professional media management. In addition, Dogus Media has also introduced EditMate, a networked editing solution from Arvato Systems that connects directly to VPMS. The interface between Annova's OpenMedia planning system and Arvato Systems' ClipJOCKEY production software is already being used by many customers and complements the implemented system by flexibly covering Dogus Media's studio production processes.

Our Services

Together with Turkish systems integrator Baran, Arvato Systems installed and then integrated the MAM system into the company's infrastructure. The project was carried out in three stages and completed within a single year. The scope of services ranged from customer support to the development and completion of the system. In addition to the close collaboration between the principles, the project was also characterized by a number of customer meetings that made it possible to fully realize Dogus Media Group's requirements. Over a short period, the team from Arvato Systems developed a completely new and very flexible solution for handling the production of the media group's different program contents.

Customer Benefits

With VPMS, the Dogus Media Group now has a solution that can be ideally integrated into the existing infrastructure and provides the necessary flexibility so that this media company is always able to adapt the further development of its system in line with worldwide standards and technological progress. This MAM system provides users with a transparent overview of its existing video materials and supports the optimization of internal processes. VPMS is a particularly powerful solution, because not only can users conveniently edit and manage video and audio files, they can also send material in different formats, run reports on processes, and make more efficient use of the company's storage system. Plus, it is now also possible to integrate cloud systems into the infrastructure.

Case Overview

Task

– Installation and integration of the VPMS MAM system by Arvato Systems into the existing IT infrastructure at Dogus Media Group

Technology

– Video Production Management System (VPMS)
– EditMate
– OpenMedia by Annova Systems
– ClipJOCKEY

Result

– More flexibility for further system developments
– Transparent overview of the video material
– Optimized internal workflows
– Convenient management and editing of video material
– Different formats for transmitting material available
– Reporting on processes possible
– Efficient use of storage
– Integration of cloud systems possible

You have questions, need information or a contact? Get in touch with us.

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Global IT specialist Arvato Systems supports major companies through digital transformation. More than 2,600 staff in over 25 locations epitomize in-depth technology expertise, industry knowledge and focus on customer requirements. Working as a team, we develop innovative IT solutions, transition our clients into the Cloud, integrate digital processes and take on IT systems operation and support. As a part of the Bertelsmann-owned Arvato network, we have the unique capability to work across the entire value chain. Our business relationships are personal; we work with our clients as partners, so that together we can achieve long-term success.

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