



EMC in Telecommunications, Media, and Entertainment

Convergence of technologies and content is finally becoming a reality for the telecommunications, media, and entertainment (TME) industries in the transition from traditional products and retail channels to next-generation service offerings. Telecommunications service providers must meet the challenges of complex evolving networks that can support rich media and IP-based services for increased ARPU while still containing costs. Media and entertainment organizations need technology to digitize their assets and deliver content products to businesses and consumers. To meet these needs, EMC and its partners offer four major categories of solutions—value-added services, digital media services, operational excellence, and managed IT services.

Value-Added Services—create competitive advantage

- IPTV
- Messaging
- Mobile Content Delivery
- Device Backup
- Surveillance/Security Services

EMC® solutions for value-added services bridge the gap between the content and service domains with the underlying delivery platforms. Proven solutions combine EMC and partner products that create new, exciting services to meet the challenges created by the proliferation of digitized media and content available in the market today. This comprehensive approach to the lifecycle of content and business processes helps service providers create and sustain new profitable services.

Digital Media Services—manage, protect, and deliver digital assets

- Rich Media Content Creation and Collaboration
- Automated, Policy-Based Distribution
- Comprehensive Management and Protection of Media Assets

The growth of new media outlets such as the Internet, IPTV, VOD, and mobile services has created new retail selling channels for media and entertainment companies. However, these opportunities also create asset transformation and management issues. To help content suppliers and service providers collaborate within this ecosystem, EMC offers solutions for all aspects of the content value chain—from creation and ingestion, to aggregation, management, distribution, and archiving.

The EMC Documentum® portfolio includes products that automate the ingestion, transformation, management, tagging, and publishing of digital media assets in multiple formats. EMC AVALON™ and EMC OnCourse® products automate the management and delivery of content objects both within an enterprise network as well as to external networks. EMC Software Group products combined with core EMC storage platforms and software deliver tested, scalable solutions for content aggregation and management. These offerings categorize, replicate, transport, and retrieve objects held in repositories that are capable of scaling to billions of objects—anything from video files, to ad spots, ringtones, PDF files, or network broadcast files. To meet business requirements, the offerings also include features to assure data security and protection.

Operational Excellence—preserve QoS while mitigating risk and lowering TCO

- Network Performance and Fault Management
- NEBS/ETSI-Compliant Storage Platform
- Virtualization and Utility Computing
- Billing and CRM
- Backup, Recovery, and Archiving (BURA)
- Consolidation and Data Migration
- Network and Content Management
- Compliance and eDiscovery

EMC offers a variety of solutions that enable IT and network departments to lower operational expenditures while maintaining or expanding service quality. Whether trying to consolidate rich media content, streamline billing and CRM operations, or maintain quality of service within the network, EMC has the platforms, software, and services needed for operational excellence. For example, EMC Smarts® network management products are used by the world's leading carriers to deliver proactive results that simplify management of services, resources, and network applications such as VoIP.

Managed IT Services—expand trusted supplier relationships with new services

- Backup, Recovery, and Archiving (BURA)
- Business Continuity over Optical Networks
- Hosting and Management of Next-Generation Voice and Data Services
- Application-Centric Services (Surveillance, eLearning, MMS)
- Compliance/Enterprise Record Management
- Managed Storage Services

Many businesses lack the expertise or willingness to invest in data and storage services, but are willing to outsource data management tasks. In order to fulfill this need, service providers are offering data-based services that combine their networks and EMC expertise in data management, business continuity, and disaster recovery. As business needs expand, these offerings lead to additional services such as Web hosting and e-mail archiving.

To learn more about these solutions, contact your EMC sales representative or go to: www.EMC.com/solutions/telco.



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