

# DISCOVER CLOUD NEW SERVICES AROUND CLOUD COMPUTING

One of the main IT topics currently is Cloud Computing. This new technology offers the possibility to outsource data to a virtual internet computer. Experts analyze three benefits of cloud computing: companies can achieve cost-savings, immediacy and agility. Using this technology discovery sysko offers services around Cloud Computing like consulting (analysis and recommendation of data rates and virtual configuration), set up and configuration, performance analysis and tuning, service and maintenance, storage and transfer analysis and contracting by using Cloud Service Providers like GoGrid, Amazon, Netsuite/Oracle and Azure/Microsoft.

## WHAT IS CLOUD COMPUTING

Cloud Computing is a style of computing where massively scalable IT-enabled capabilities and often virtualized resources are delivered “as a service” to external customers using internet technologies. Users need not have knowledge of, expertise in, or control over the technology infrastructure “in the cloud” that supports them.

Cloud Computing makes computing-related services generally available at reduced costs and massive scale by Virtualization, Open Source, SOA (Service Oriented Architecture), widely available Computing Standards and pervasiveness of

the global internet. It is possible to really offer computing-related services to a wider audience because of massive scale and cheaper prices.

The Cloud Computing concept (XaaS) incorporates IaaS (infrastructure as a service), PaaS (platform as a service) or SaaS (software as a service) as well as Web 2.0 and other recent technology trends that have the common theme of reliance on the internet for satisfying the computing needs of users. Service providers offer common business applications online, that are accessed through a web browser while the software and data are stored on the servers.

## PAY PER USE

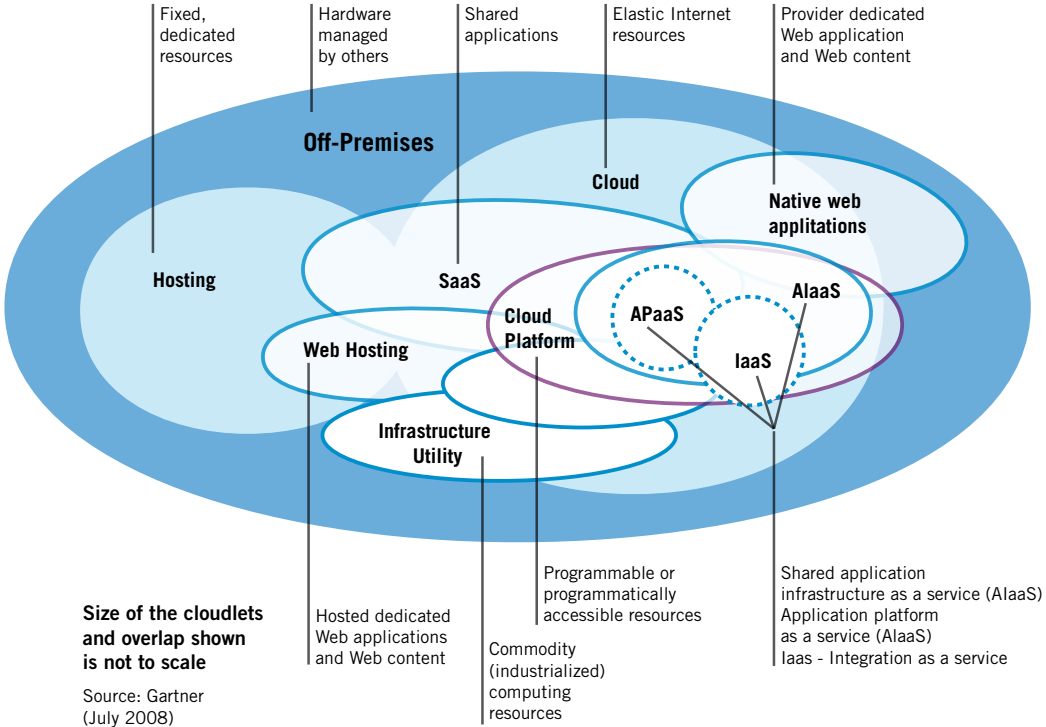
One of the main benefits of “going to the clouds” is the possibility to use flexible and scalable server resources – just as needed. Management Server control the data volumes and only that server resources that are really necessary are used and paid for.

## DISCOVER CLOUD

discovery sysko offers complete services around Cloud Computing. Beginning with consulting services, discovery sysko analyzes the current IT

technology in the company and recommends the most suited data rates and virtual configurations in order to set up and configures the new system. discovery sysko offers maintenance services, chooses the lowest fees for storage and data transfer, contracting, testing and best performance. In the clouds discovery sysko uses Cloud Service Providers like GoGrid, Amazon, Netsuite/Oracle and Azure/Microsoft.

First trials and pilots with broadcast and media companies have shown initial positive results (fast implementation and cost savings).

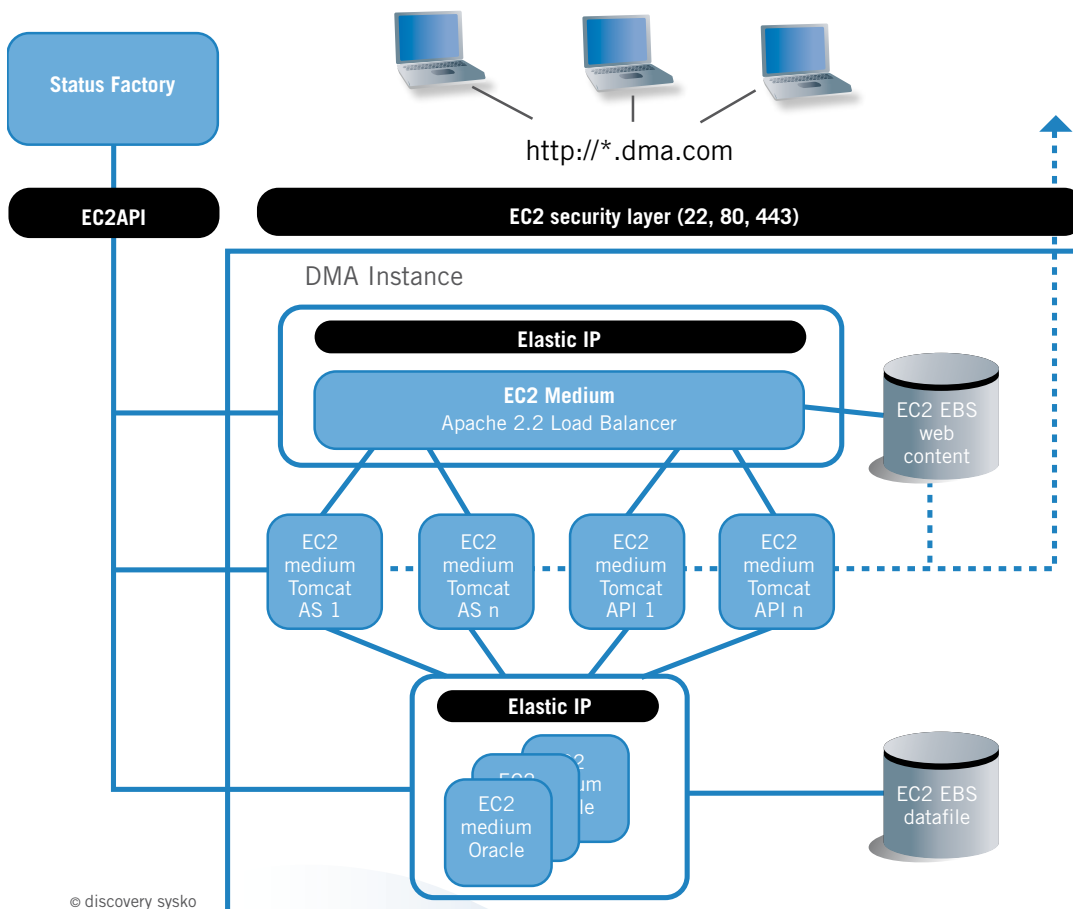


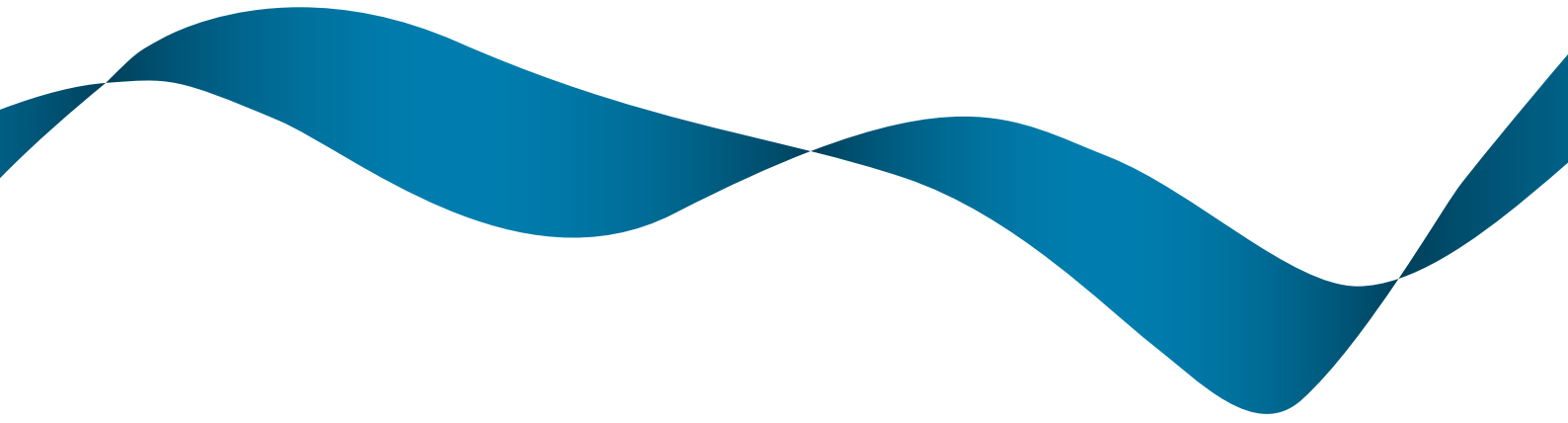
SOME EXAMPLES AND REFERENCES FOR CLOUD COMPUTING IN BROADCAST AND MEDIA INDUSTRIES

- Broadcaster sharing a common catalogue
  - Digital Media Asset Management & e-Portal sharing of content
  - Access to Music Archive for search and up/download
- Broadcaster sharing a common Archive
  - Digital Media Asset Management & e-Portal sharing of essences
- Organisations
  - Video Management, Worldwide Distribution of video files
  - FTP

DISCOVERY SYSKO SERVICES AROUND CLOUD COMPUTING

- Consultancy – Analysis and Recommendations of solutions
- Setup and configuration of cloud processes and routines
- Testing and GoingLive
- Security concept
- Complete Operation of the cloud
- Maintenance & Support of the cloud





Discovery Reply, part of Reply, is focused on Multimedia Asset Management solutions and is specializing in large digital media digitization, archiving, cataloguing and distribution projects. Discovery Reply offer is threefold: Solutions based on Discovery Reply™; System Integration on Discovery Reply™ or 3<sup>rd</sup> parties solutions; Advisory on Digital Media Projects. To know more, please visit: [www.reply.eu](http://www.reply.eu)

**Milan**

Via Ripamonti, 104  
20139 Milan - Italy  
Tel +39 02 535761

**Rome**

Viale del Giorgione, 59/A  
00147 Rome - Italy  
Tel +39 06 844341



discovery sysko GmbH offers IT services like consulting, software development, professional services and products for broadcast, media and industry companies, which allow total lifecycle management of digital content. The company supports media convergence processes, merging TV, radio, internet and telecommunication. This development and general digitalization processes completely melt together individual and mass communication. Another focus of business, besides Digital Asset Management, is consulting and implementation of Web2.0/ Mobile2.0 Applications and Cloud Computing Solutions.

To know more, please visit: [www.discovery.sysko.de](http://www.discovery.sysko.de) or contact [info@discovery.sysko.de](mailto:info@discovery.sysko.de)

**Munich**

Arnulfstraße 27  
80335 Munich - Germany  
Tel. +49 (0) 89 4111420