SDVI Rally Connect™

Content and Metadata Exchange Service

Simplify, standardize, and accelerate the exchange of content and metadata with supply chain partners.

- Add support for new content delivery platforms with a single click
- Eliminate duplicate reprocessing effort
- Map your metadata once to support any delivery platform
- Remove friction across inbound and outbound exchanges
- Increase scale through automation

Most workflow systems are designed for a single department or organization. They are self-contained systems that work best within your organization. While these systems may have been built to streamline internal processes, they were never designed to optimize the exchange of content with partners across the supply chain.

Content and metadata can arrive in multiple formats, driving up costs for processing and handling. Every new platform you deliver content to has different format and metadata requirements to accommodate, which also requires additional effort and can lead to delays. All this processing and re-processing across the supply chain is inefficient and costly.

Rally Connect takes you one step closer to creating a trusted content exchange, dramatically improving efficiency by eliminating waste and reducing friction across the supply chain. The Rally Connect content exchange service simplifies and accelerates the process of receiving and delivering content and metadata between business partners in the broader media supply chain (e.g., between content producers, content owners, content distributors, and aggregators).

With a library of pre-defined templates, Rally Connect makes it easy to set up ingest or delivery profiles, streamlining the movement of content and metadata between partners. Enabling trusted content ingest and delivery profiles reduces costs by eliminating duplicate work and unnecessary additional processing while enhancing agility by removing friction and enabling faster deliveries to new content platforms.

> **"[Rally] helps the same operational teams deliver ever-increasing volumes in shorter time frames to more end points with minimal "retooling" time whenever a new distribution package is needed."**
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> *- Don Jarvis, Senior Vice President Global Engineering and Technology at A+E Networks*

Benefits

Exchange content and metadata with supply chain partners quickly and easily

With Rally Connect, you can simplify the delivery of content to distribution platforms by leveraging pre-defined templates for common platforms, such as iTunes, Netflix, DirectTV, Hulu, Comcast, Amazon Prime, and Facebook. You can also standardize your content receipt process by defining and publishing your own template for your content receipt requirements. This enables other supply chain partners running Rally to leverage your templates to enable "known good" content, automate metadata mapping, and reduce manual tasks.

Reduce costs

Having "known good" content eliminates the need for duplicate quality control reviews, saving time and money. One Rally customer was able to complete 60 days of work in just 16 hours by leveraging the direct connection between Rally systems. Automated processing enabled by ingest or delivery templates enables further savings by reducing unnecessary media transformation costs. Rally Connect streamlines work without requiring additional staff, making your teams more productive.

Be more agile and nimble to pursue new opportunities

Rally Connect makes setting up supply chains fast and easy, so you can quickly pursue new opportunities without having to design or build new systems. With standardized templates for delivering content to common platforms, you can eliminate many of the challenges of onboarding new supply chain partners. Leverage any file transfer vendor or technology to easily transport content between partners and to scale operations quickly.

Features

- Template library for delivering content to common delivery platforms
- Metadata schema mapping for all supported delivery platforms
- Automated connected supply chains encapsulate processing and file transfer tasks into single executable steps
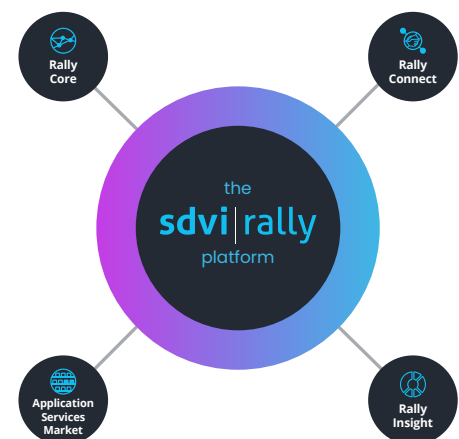- Open file movement supports any file transfer protocol or vendor on premises or in the cloud

Use Cases

- Validated content receipt
- Automated content distribution
- B2B trusted content exchange

About Rally

The Rally Media Supply Chain Platform deploys all the applications and infrastructure to create a dynamic, responsive media supply chain. These resources can be located on-premise, in a public cloud, in a private cloud, or in any combination.

Rally cloud-native media supply chain management allows you to build, configure, operate & monitor media supply chains at any scale. In the Application Services Market, choose from a comprehensive ecosystem of best-in-class tools for file transformation, QC, ML, security, and content delivery – paying only for what you use. Rally also supports your custom integration through open APIs, messaging or the extensible Rally development environment.

the **sdvi|rally** platform

Rally Core · Rally Connect · Application Services Market · Rally Insight

For further information, visit **www.sdvi.com**, or email us at **info@sdvi.com**