

# SDVI Rally

## Next-generation media supply chain management

SDVI Rally media supply chain platform deploys all the applications and infrastructure to create a dynamic, responsive media supply chain.

### Growth

Rally helps you to make smart business decisions quickly, supporting new revenue streams and accelerating time to revenue. Predictable costing data paired with technical flexibility allows you to align costs with expected revenue. Consumption-based pricing means you only pay for what you use, with freedom to switch at any time.

### Agility

Reduce capital infrastructure and align costs with output. Rally radically shortens design and implementation: no procurement, no hardware, and no systems integration all mean no delay. Rally allows you to choose the right tools for the job and retain security and control of your content and infrastructure.

### Efficiency

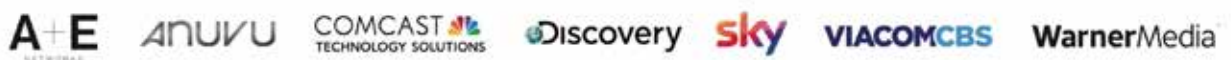
Rally helps you do more with less, increasing output by applying resources where they add real value. Smart automation minimizes error and provides more productive interactions with the entire supply chain. Create tailored user experiences to improve operator engagement. Vendor-agnostic flexibility gives you instant access to the best-fit tools, and a comprehensive dashboard helps you monitor content flow, observe trends, spot potential problems, and measure performance.

### Elastic infrastructure

With the ability to utilize resources in any on-premise or cloud environment, Rally frees you from traditional infrastructure constraints. All data within Rally is encrypted in-transit and while at rest using cloud-provider or customer-defined encryption keys.

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SDVI Rally powers the media supply chains of some of the biggest names in media, including:



## SDVI Rally Provides:



### Media Supply Chain Management

Automatic control & optimization of resources and applications

- Recommends design based on technical, operational and financial parameters
- Design can automatically be applied to all applicable incoming content
- Provides comprehensive operating metrics and status notifications



### Infrastructure Management

Dynamic resource provision and elastic scaling

- Automatically manages, provisions and optimizes resources
- Automatic reconciliation of supply chain demands with available infrastructure
- Manages resources across multiple environments, including existing infrastructure



### Optimization & Modelling

Quick, efficient response to new revenue generating opportunities

- Automatic association between resource usage/cost and content properties
- Optimization of supply chains based on resources, budget, priorities, and more
- Modelling of supply chain alternatives prior to deployment of new programming



### Application Sourcing

On-demand sourcing of applications and services

- Application services are sold on-demand as required by the supply chain
- Commercial flexibility, using opex or capex models
- Management of existing customer licenses and on-demand license requirements



### Operations & Financial Management

Accurate, per-minute processing costs for individual assets

- Efficient report-generation allows operations analysis and job costing
- Data collection and analysis aids accurate budgeting and deployment strategies
- Accurate reporting of per-program cost enables efficient cost-to-air modeling



### Security & Control

In-transit and at-rest encryption, firewalled private SaaS and VPC

- Complete control of user rights available through single sign-on
- Watermarks, key-based access and virtual private networks
- All communication in and out via secure HTTP using Secure TLS

## Using SDVI Rally for:

### File Delivery & Validation

Rally-managed supply chains provide on-demand, automatic file validation and QC that scales dynamically with workload. Any problems can be fixed automatically or rejected based on business rules.

### Batch & Burst

Rally dynamically scales supply chain infrastructure so when volume fluctuates, applications and resources are scaled up and spun down on-demand. Rally manages all licenses, including those you own.

### Media Prep

With SDVI Rally, manual media prep processes all occur as part of a virtualized supply chain; users access editing and QC tools directly from within Rally or via plug-ins to apps such as Adobe Premiere Pro.

### Packaging

With Rally, packaging for multiple platforms is all part of a single supply chain. Rally automatically deploys applications to deliver the specification required by each platform.

## Why SDVI Rally?

Why build a traditional system for processing media, with fixed capacity and limited applications, when Rally can build one for you on demand? Scaling as required, predictable consumption-based pricing & reporting, and the flexibility to choose the best applications for every task.

- On-demand management and optimization of applications and resources
- User-preferred resources and applications
- On-demand sourcing of 3rd-party applications and services
- SDVI predictive analytics
- Granular cost tracking, configurable billing, reporting and cost dashboards
- Public and private cloud, and virtualized on-premise
- Dynamic resource provisioning and demand-based scaling
- All license management, including any you already own
- Content-minute pricing for accurate costs per asset/program



For further information, visit [www.sdvi.com](http://www.sdvi.com), or email us at [info@sdvi.com](mailto:info@sdvi.com)