



# Enabling broadcasters in their journey-to-the-cloud

**Mindtree service offering helps broadcasters logged in traditional SDI based operations shift to the cloud and embrace its benefits. Mindtree helps broadcasters to scale-up their content business by delivering beyond geographies while efficiently maintaining operations and building better governance and visibility on the cloud.**

Mindtree can build and manage the entire broadcast operations on cloud through work order based workflow orchestration, enabled by its media & enterprise IT expertise and industry leading broadcast partnerships.



## Faster service rollouts

Enable 50% faster channel rollouts & infrastructure deployments through cloud modernization

## Reduced human effort

Use AI/ML over cloud & provide 45% savings in human efforts for the workflows

## Reduce cost of operations

Target 30% reduction in operational costs through the modernized cloud architecture

## Consolidated framework

Unified framework design for complete broadcast & enterprise operations

## Data driven workflows

Data exchange and workflow integration over an enterprise service bus model

## Micro services based approach

Reduced development and testing time and higher flexibility to architect cloud native services

## Scale of deployment

Maximize deployment scale of broadcast systems across regions

## Flexible cloud investments

Pay-as-you-go cloud investments based on business requirements

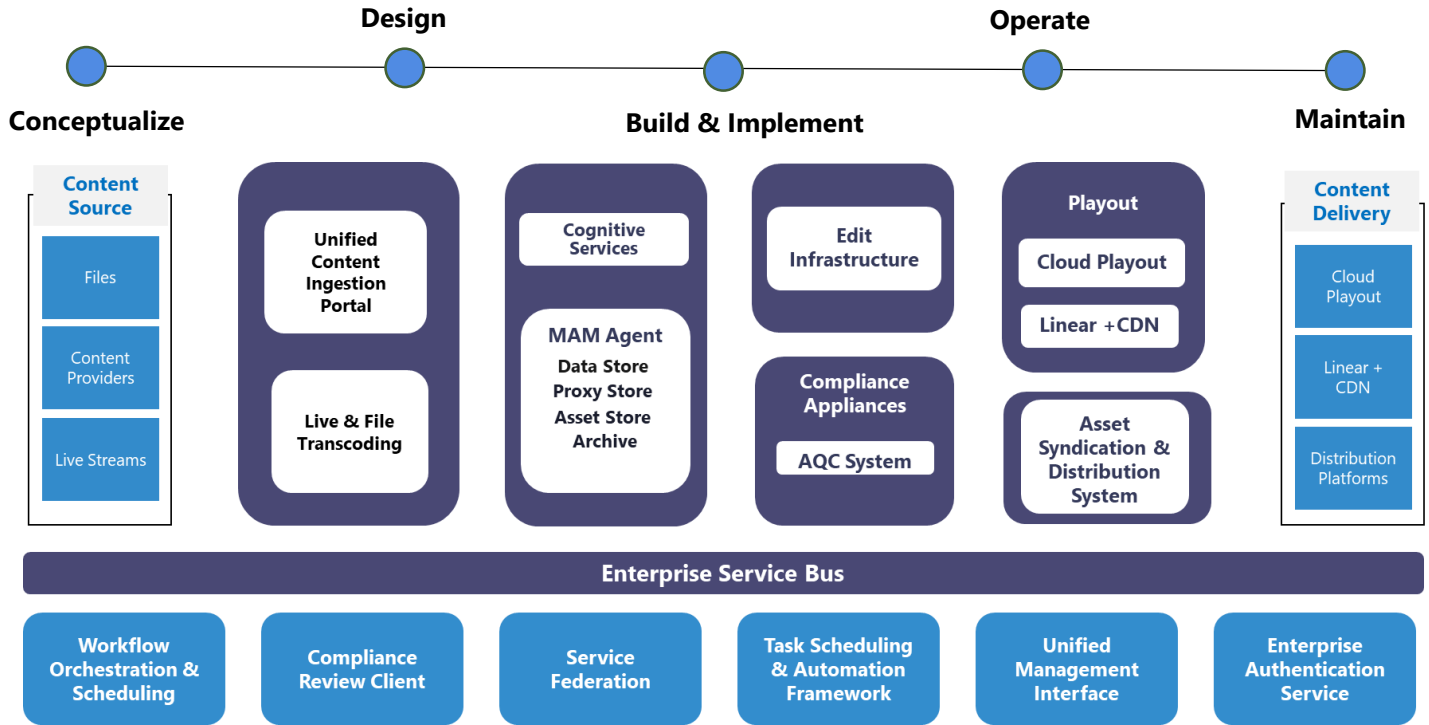
## Real time optimization

Built-in monitoring for resource usage and capacity planning

Centralized cloud operations for 750+ digital properties hosted on Azure, reduced ticket resolution time through predictive monitoring and efficient incident response that saved 400 hours/month and enabled 50% faster time to market for a multinational consumer goods company

Monitoring and support of online media streaming to multiple devices like desktops & mobile platforms on Azure for 2014 Sochi Olympics across 21 countries for a peak of 1M concurrent users

Mindtree helps broadcasters ease cloud adoption with automated platforms for cloud advisory, discovery and migration. Mindtree manages cloud infrastructure with an automation first approach, leveraging its AI-ops platforms to improve service availability, observability and reduce overall cost of operations. Mindtree transforms cloud operations through adoption of DevSecOps, micro-services, and cloud native services using various accelerators



Note: All components are intended to be onboarded to cloud

### Mindtree's solution blueprint for broadcast operations on cloud

#### Why Mindtree?

##### Domain expertise

10+ years of media & publishing industry experience

##### Accelerators & design

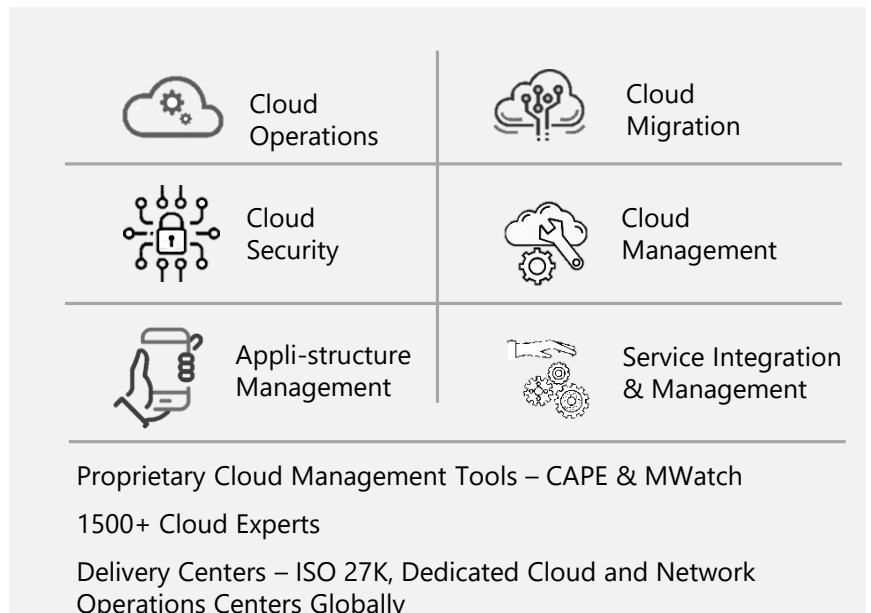
Mindtree's proprietary accelerators & tools, micro services based approach and enterprise service bus model for unified communications

##### Partnerships & proprietary tools

Active global partnerships with broadcast OEMs

##### E2E Cloud service provider

Accelerated & efficient cloud on boarding with Mindtree's 7 stage cloud migration, management and transformation journey



Mindtree is a global technology consulting and services company, helping enterprises marry scale with agility to achieve competitive advantage. "Born digital," in 1999 and now a Larsen & Toubro Group Company, Mindtree applies its deep domain knowledge to 350+ enterprise client engagements to break down silos, make sense of digital complexity and bring new initiatives to market faster. Operating in 15 countries globally, we're consistently regarded as one of the best places to work, made up of 21,000 entrepreneurial, collaborative and dedicated "Mindtree Minds."