sphereabacus

CASE STUDY





BACKGROUND AND CHALLENGES

SPHEREABACUS, A SUBSIDIARY OF SPHERE MEDIA, SPECIALISES IN ACQUIRING AND DISTRIBUTING DIVERSE, HIGH-QUALITY PROGRAMMING GLOBALLY. SINCE ITS INCEPTION IN 2020, ABACUS HAS RAPIDLY GROWN INTO A SIGNIFICANT DISTRIBUTOR. HOWEVER, WITH THIS GROWTH CAME SEVERAL KEY CHALLENGES:

- THEIR CONTENT LIBRARY EXPANDED EXPONENTIALLY, ACCUMULATING THOUSANDS OF HOURS OF MEDIA, MAKING MANAGEMENT INCREASINGLY COMPLEX.
- THE ACQUISITION OF FLAME MEDIA'S CATALOGUE ADDED 2,200 HOURS OF CONTENT FROM AUSTRALIAN SOURCES, STORED ON HARD DRIVES, EXACERBATING THE MANAGEMENT DIFFICULTY.
- THE USE OF SPREADSHEETS AND TRADITIONAL FILING SYSTEMS LED TO DUPLICATION ISSUES AND OBSCURED VISIBILITY OF THE ACTUAL CONTENT.





IN RESPONSE, SPHEREABACUS PARTNERED WITH VIDA CONTENT OS TO STREAMLINE THEIR CONTENT MANAGEMENT AND DISTRIBUTION. THE SOLUTION INVOLVED:





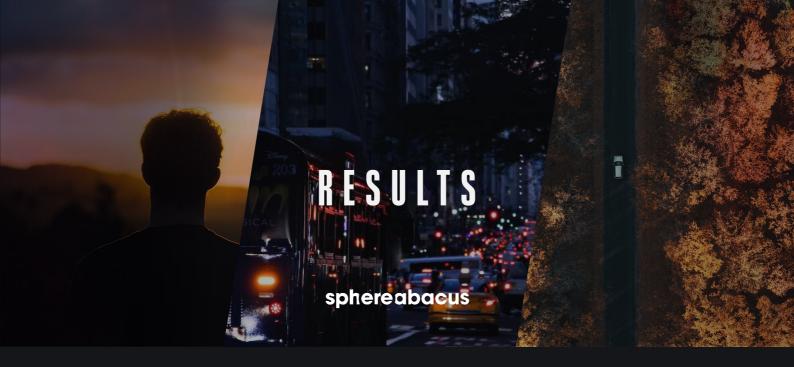


DEVELOPING AN INTUITIVE,
USER-FRIENDLY PLATFORM
ENABLING
THE IN-HOUSE TEAM TO
EFFICIENTLY LOCATE, SCREEN,
AND CATALOG CONTENT,
INCLUDING HIGH-QUALITY
MASTER FILES.

CREATING A SYSTEM FOR SPHEREABACUS TO STORE, MANAGE, AND DISTRIBUTE CONTENT DIRECTLY TO BUYERS, ELIMINATING THE NEED FOR THIRD-PARTY INTERMEDIARIES.

FACILITATING THE SWIFT
MIGRATION OF EXISTING
LIBRARIES AND
STANDARDISING TECHNICAL
AND EDITORIAL METADATA TO
ALIGN WITH SPHEREABACUS'
SPECIFICATIONS.





THE IMPLEMENTATION OF VIDA'S CONTENT OS, A CLOUD-BASED SAAS SOLUTION, REVOLUTIONISED SPHEREABACUS' OPERATIONS:

SPHEREABACUS NOW HAS
IMMEDIATE ACCESS TO ALL
MASTER FILES ACROSS THEIR
EXTENSIVE LIBRARIES, WITH
OVER 375TB OF DATA AND
120,000 ASSETS MIGRATED TO
THE CLOUD, COMPLETE WITH
ENHANCED METADATA.

THE 2,200 HOURS OF NEWLY
ACQUIRED CONTENT ARE
SECURELY STORED IN
TRIPLICATE ACROSS MULTIPLE
CLOUD REGIONS.

SPHEREABACUS' ENTIRE
CONTENT PORTFOLIO,
INCLUDING THE COLLECTIONS
FROM THE AMCOMRI
ENTERTAINMENT INC GROUP,
IS READILY ACCESSIBLE,
SIGNIFICANTLY IMPROVING
EFFICIENCY
IN CONTENT MANAGEMENT
AND DISTRIBUTION.



TESTIMONIAL

VIDA HAS BEEN A GAME CHANGER FOR OUR WORKFLOW AND HAS SIGNIFICANTLY IMPROVED EFFICIENCY WITHIN THE TEAM. WITH THOUSANDS OF HOURS OF PROGRAM CONTENT IN OUR CATALOGUE, THIS SYSTEM HAS PROVEN TO BE AN INDISPENSABLE TOOL THAT HAS STREAMLINED OUR OPERATIONS.

ITS' USER-FRIENDLY INTERFACE MEANS THAT INTEGRATING IT INTO OUR BUSINESS HAS BEEN SEAMLESS, AND WHILE EASY TO USE, IT STILL DOES EVERYTHING WE NEED IT TO. PERHAPS MOST VALUABLE TO US IS ITS ABILITY TO IMPROVE THE VISIBILITY OF OUR EXTENSIVE CATALOGUE. IN THE PAST, SEARCHING FOR DETAILED SPECS FOR A TITLE COULD BE LABORIOUS AND TIME-CONSUMING, BUT WITH VIDA WE CAN RETRIEVE THE INFORMATION WE NEED EASILY AND QUICKLY.

IT ALSO ALLOWS US TO SEND ASSETS DIRECTLY TO CLIENTS WITHOUT NEEDING TO INVOLVE A THIRD PARTY. THIS HAS NOT ONLY SAVED US TIME, BUT ALSO AVOIDS POTENTIAL BOTTLENECKS IN THE PROCESS WHICH MEANS OUR CLIENTS GET A BETTER SERVICE."

CATHERINE CORNER - DIRECTOR OF OPERATIONS, SPHEREABACUS.

