sdvi|rally

next-generation media supply chain management

SDVI Rally is a cloud-based platform that manages and optimizes your media supply chain. Rally dynamically deploys the necessary applications and infrastructure to build a supply chain that provides all of the media processing your workflow requires. These resources can be located on-premise, in a public cloud, in a private cloud, or in any combination.

Rally constantly analyzes and optimizes, making sure that only the infrastructure required is deployed, scaling up and spinning down your preferred applications and resources as volume fluctuates. Applications and resources can be sourced from SDVI, or Rally can combine the licenses that you already own with appropriate storage and compute resources. Consumption-based pricing means that you pay only for what you use, and asset-tracking and reporting provides you with accurate costs down to the content minute.

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 on-the-fly scaling

- Automatically manags, 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
- Supply chains optimized based on factors including resources, budget, priorities
- 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
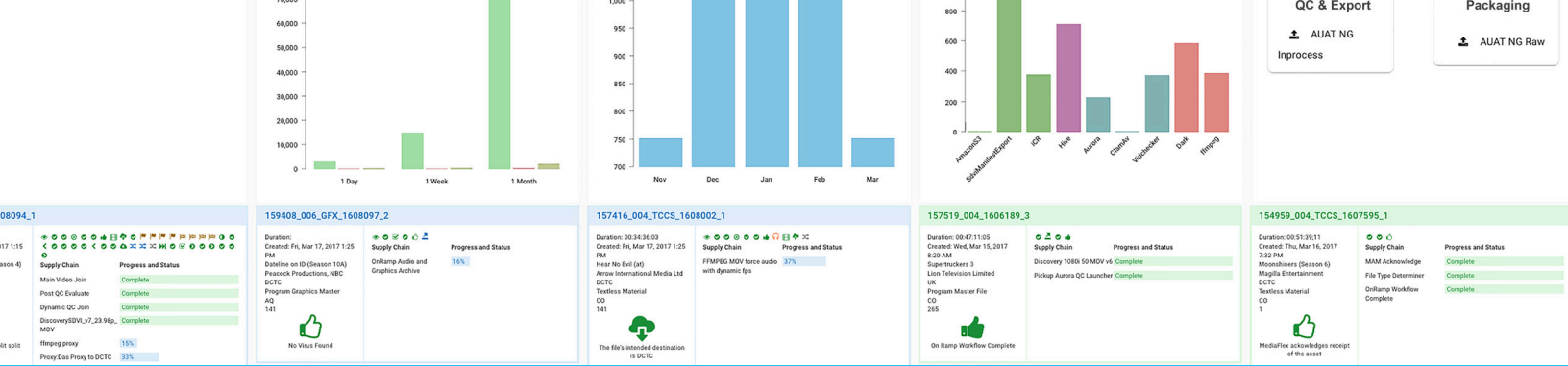
Security & Control

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 is via secure HTTP using Secure TLS

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

Discovery CHANNEL   **FOX**   **Turner**

For further information, please visit **www.sdvi.com**, email us at **info@sdvi.com**, or contact us via Facebook or Twitter: **@sdvicorp**
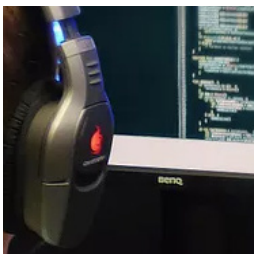
Using **sdvi⎢rally** for...

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 virtual-ized 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 plat-forms 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 SDVI Rally can build one for you on demand? Scaling as required, predictable consumption-based pricing & reporting, and the flexibility of your preferred best of breed applications for every task.

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

For further information, please visit **www.sdvi.com**, email us at **info@sdvi.com**, or contact us via Facebook or Twitter: **@sdvicorp**