

# Max Cloud

Designed to drive collaboration, productivity and efficiency across your entire organization

Increasing media competition is causing broadcast stations to search for new ways to rapidly and consistently distribute and monetize their content across platforms while also managing costs. To do this effectively, speed, agility and collaboration are critical.

Staff and talent should be able to share tasks and content across workstations or even throughout their group. Sister stations should be able to fill-in for each other if unexpected technical issues occur. And duplicate hardware footprints in every market should not be necessary.

## The power of Max in a security-rich cloud environment

Max Cloud helps broadcasters improve efficiency, productivity and collaboration by delivering the functionality, advanced graphics and rapid production of Max in a powerful IBM® Cloud® environment that is built with availability, scalability and security in mind.

The solution facilitates low-friction content sharing and distribution so that producers, designers and talent can contribute to shows for multiple markets and help scenes be more rapidly developed and aired. Sister stations can be organized into regional workgroups allowing collaboration in ways previously only possible inside a local workgroup. Regional workgroups open up new workflows for direct show coverage and full disaster recovery. This expanded coverage also connects a wider collection of Prism appliances to help with automated content creation, offering redundancy and accelerated delivery during severe weather.

Max Cloud helps deliver a level of enhanced collaboration that can maximize the value of your assets as well as your people, whether they're on-air or behind the scenes.

To learn more about Max Cloud, visit [ibm.com/products/max-cloud](http://ibm.com/products/max-cloud).

Max Cloud\* is built to help you:

- **Protect business continuity** with disaster recovery workflows across your entire station group.
- **Collaborate between stations** in near real-time to fully leverage the Max investment across your group.
- **Control your hardware and maintenance costs** by not having near-duplicate footprints in every market and needing fewer resources to oversee a more flexible, highly available, agile, and self-managing infrastructure.

\* While Max Cloud is being offered on IBM Cloud to start, everything about Max Cloud is designed for future multi-cloud configurations. The IBM Cloud is built on decades of industry expertise and technology security leadership. In Gartner Peer Insights, as of 28 February 2020, for the preceding 12 months, IBM Cloud received the highest rating (4.7/5) for security and compliance, the highest rating (95%) for customer willingness to recommend, and the highest overall customer rating among all leading cloud providers with 4.7 out of 5 stars. Optimize resources and costs and deliver with resiliency using Max Cloud.

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Produced in the United States of America  
July 2020

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