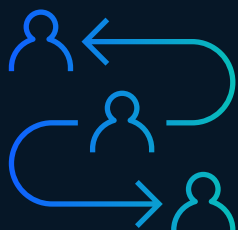# Max Cloud

The Max Cloud platform is designed to help broadcasters increase speed, agility 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.
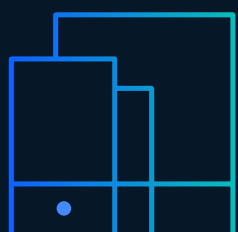
Collaboration in the cloud

Host content in cloud-based "lockers" that can be accessed by users across your station group who have Max Cloud to support a level of collaboration that includes virtually everything from fine-tuning scenes to running full shows for a sister station during outages.
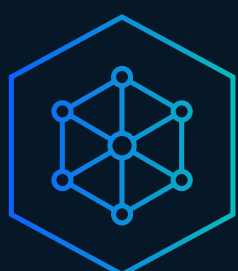
Low-friction content sharing

New Max Cloud "in-app" menus provide each station with the ability to share content so that producers, designers and talent can contribute content for shows in multiple markets and/or help scenes be more rapidly developed and aired. Scenes, data sets and all the underlying content that makes each market unique and special, or common looks that should be adopted throughout a station group, can be brought in more efficiently.

Prism access virtually anywhere

Access Max Prism functionality from virtually anywhere through desktop, tablet and mobile platforms that are designed to provide an intuitive interface and the ability to quickly create or change digital content.

Reliability and throughput for digital publishing

Sister stations can align themselves in workgroups that connect Prism appliances through secure, hybrid cloud configurations. If one station's Prism goes offline, others in the workgroup can fill in. Cloud-based Prisms can also help improve performance across the workgroup by automatically prioritizing tasks such as alerting viewers when new watches or warnings are issued in your DMA.

Learn the four reasons you should migrate Max to the cloud.

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