



Special Broadcasting Service (SBS)

Predictable high-speed data transmission and delivery under extreme conditions

Overview

The need

Bridging networks and storage platforms so that mission-critical data can be securely transferred at high-speed.

The solution

SBS deployed a broad suite of IBM Aspera products to automate the ingest, management and synchronization of content across multiple storage systems located in disparate locations.

The benefit

High-speed, multi-directional file transport synchronized across a globally dispersed SBS network.

Support for enterprise and cloud storage and mobile client apps.

Central management of worldwide transfers across the entire infrastructure.

Australia's Special Broadcasting Service (SBS) was founded on the belief that all Australians, regardless of geography, age, cultural background or language skills, should have access to high-quality, independent, culturally-relevant Australian media. Through SBS Radio, SBS Television and SBS Online, they broadcast in more languages than any other entity in the world: at last count, more than 68 languages on radio, more than 60 on television and more than 50 online.

Reliable news delivery from unpredictable, remote areas

Working under extreme conditions including disaster situations and war zones, field reporters need highly predictable and reliable data transmission and delivery, regardless of location or connectivity. The whole system also requires centralized management and synchronization among servers around the world.

“Aspera was the only vendor that could meet all of our requirements for file exchange and delivery, detailed system management and enterprise-wide data synchronization,” says Rohit Kumar, Broadcast IT Manager, SBS.



Solution components

Software

- IBM® Aspera® *Faspex*™
 - IBM® Aspera® Console
 - IBM® Aspera® Sync
 - IBM® Aspera® Cargo
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High-speed data transport in extreme conditions

To meet these strict requirements, SBS uses a broad suite of IBM Aspera software products to automate ingest, management and synchronization of content across multiple types of storage systems in disparate locations.

- IBM® Aspera® *faspex*™ for global collaborative file exchange and distribution with support for enterprise and cloud storage, mobile client apps for iOS and Android devices, and with IBM® Aspera® Cargo automatic downloader, Aspera's automatic desktop downloader for receiving *faspex* packages, helping avoid delay in obtaining content.
- IBM® Aspera® Console to centrally manage the entire infrastructure including all IBM Aspera transfers from any location, with detailed and customer-specific configurable reports, event-based auditing, as well as automatic and scalable database maintenance.
- IBM® Aspera® Sync, a high-speed, multi-directional synchronization software, was selected to complete the automated file transport system that bridges the gap between disparate storage solutions across the SBS network.

A fast, scalable solution to enable more demanding workflows

The Aspera solution enables maximum speed data transfer and highly efficient delivery and sharing of digital assets facility-wide through several different interfaces, yet does not hamper editors and content creators by requiring multiple logins. Bridging networks and storage platforms, the Aspera solution makes sure that SBS' mission-critical data can be transferred to their disaster recovery facility at high speed with built-in security and rock-solid integrity.

“We evaluated several options as we put together the multiple internal use cases,” said Rohit Kuma of SBS. “Aspera was the only vendor that could meet all of our requirements for file exchange and delivery, detailed system management and enterprise-wide data synchronization. Installation and configuration was very simple and straightforward, with only minimal initial on-site assistance and training from the Aspera team.”

“SBS is another great example of how multiple Aspera products can be simply combined to create a comprehensive, yet intuitive and easy-to-use end-to-end content contribution and delivery system,” said John Wastcoat, Vice President Business Development at Aspera, an IBM Company. “SBS has not only met their current needs, but future-proofed their system to scale out for even more complex and demanding workflows.”

Other notable benefits include the following:

- **High-speed transfers:** Aspera solutions move files at maximum speed, regardless of file size, distance or network conditions.
- **Distance-agnostic:** SBS reporters can upload their large files from anywhere in the world, removing the need for expensive localized infrastructure build-outs.
- **Automation:** The ingest, management and synchronization of content happens automatically across multiple types of storage systems in disparate locations.
- **Enterprise-grade security:** Built-in security keeps valuable digital assets safe from the reporter to SBS and beyond with SSH authentication and encryption in transit and at rest.
- **Reliability:** With automatic retry and resume of failed transfers, SBS reporters do not have to start a transfer over from the beginning in the event of a connection break.

About Aspera, an IBM Company

Aspera, an IBM company, is the creator of next-generation transport technologies that move the world's data at maximum speed regardless of file size, transfer distance and network conditions. Based on its patented, Emmy® award-winning FASP® protocol, Aspera software fully utilizes existing infrastructures to deliver the fastest, most predictable file-transfer experience. Aspera's core technology delivers unprecedented control over bandwidth, complete security and uncompromising reliability. Organizations across a variety of industries on six continents rely on Aspera software for the business-critical transport of their digital assets.

For more information

For more information on IBM Aspera solutions, please visit ibm.com/cloud-computing/products/high-speed-data-transfer/ and follow us on Twitter @asperasoft.



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Produced in the United States of America
January 2017

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