



EBOOK

# Production- Connected MAM

Redefining Media Workflows from Ingest,  
Through Production & Distribution to Archive





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## Quotes:

Dalet Flex provides a single source of truth for our content and mammoth archives. We use Dalet Flex to search, pull content and package it for monetization for every type of sales channel.



**Spencer Wilson**  
Operations and Broadcast Manager, AFL

Under our previous legacy system, it was hard to get something published and it took a long time, but now we have automated workflows in our MAM that streamline all of that. It has a direct impact on our fans and they have a better experience.



**Charlie Myers**  
CTO, Monumental Sports & Entertainment

Underpinning our entire operation with an agile platform like Dalet enables us to centralize all of our media operations and optimize productions. More than 1000 editors are able to collaborate on the system.



**Antoine Robelin**  
Broadcast CTO, NextRadioTV

Dalet has enabled us to upgrade our operations and reduce on-premise infrastructure. We have eliminated significant content duplication and regained control of our content. This allows our creative teams to focus on what they do best; deliver engaging content that unites and inspires everyone to love and play cricket.



**Dan Allan**  
Senior Content Manager; Broadcast, Cricket Australia



## Introduction

If you work in the media production business, you'll have likely noticed that shifting external forces are prompting large-scale industry changes. Budgets are being squeezed, ways of working are becoming more complex, and global remote teams are facing more challenges than ever when it comes to collaborating effectively.

Against this backdrop of change, content owners and production teams are demanding more from the tools and systems they use on a daily basis.

For organizations that deal with large volumes of rich media, this is driving a need for more intelligent systems for storing, managing and producing content. At the same time, leaders are calling for more reliable ways to maximize the value of their content archives. It has become more important than ever for team members to be able to collaborate effectively and for workflows to be optimized for efficiency.

As a consequence, there is a growing demand for agile media management systems that have production capabilities. The requirements of media asset management (MAM) and production asset management (PAM) are therefore converging.

These shifts have led to the emergence of a new type of solution – the production-connected MAM. While MAM traditionally facilitates the storage and management of content, production-connected systems are utilizing cloud-native technology to manage content across the media supply chain, from acquisition to distribution.

Through AI-assisted metadata creation, improved content categorization, accelerated retrieval and the integration of editing capabilities, production-connected solutions are becoming essential to modern media organizations.





**In this guide you'll find everything you need to know about production-connected MAM. We'll cover:**

- ▶ The evolving market conditions that have led to this point
- ▶ Break down how a production-connected system best leverages cloud technology
- ▶ Provide guidance on implementation
- ▶ Detail all of the collaborative benefits our solution brings, from ingest, through production, to archive



01

# The Convergence of MAM and PAM

Historically, PAM and MAM served distinct functions.

PAM was all about managing the media production process within a localized, on-premise environment. It facilitated collaborative work but limited it to a single location, where all media assets were stored on a central server, accessible only to those within the four walls of the business.

Conversely, MAM offered a centralized repository for all digital media files, offering easy access to finished content for users across an organization. It connected active workspaces with archives. Historically, this too took place mostly on premises. Typically then, the intersection point between PAM and MAM was only once a project was complete.

However, several factors have prompted these systems to adopt features from each other. This has led to a convergence of PAM and MAM.



# How the Evolution of Media and Production Has Prompted Change

Three recent media industry changes have accelerated demand for MAMs with greater production capabilities. This can be summarized as how people work, how people watch, and how it all happens.

## 01 How People Work:

### Creative Needs and Remote Access

The COVID-19 pandemic ushered in an exponential increase in the need for remote access, pushing the industry towards flexible work arrangements. **A massive 92% of broadcasters now operate hybrid or fully remote working practices.** Editorial and production teams need to collaborate effectively despite being geographically dispersed. This shift has necessitated access to media assets from anywhere, catering to new formats that demand higher bitrates and depth, adding to the complexity and volume of data managed remotely.

## 02 How People Watch:

### Consumption Trends

The way people consume media has changed too. 99% of US households now subscribe to at least one streaming service. There's an increased demand for content, leading to higher volumes of media consumption and production. However, this surge doesn't correspond with increased budgets for production companies. To maximize the investment in production assets, there's a growing need to tap into archives to repurpose content. What's more, global streaming platforms have opened up local markets to wider distribution deals. Creating new language versions of existing productions is a more common requirement. **Content is less likely to ever be considered "finished" as a result.**



### 03 How it Happens: Technology and Cloud Connectivity

The rise of cloud connectivity has been a key driver in blurring the lines between PAM and MAM. The adoption of cloud-native solutions allows for the storage and management of vast amounts of data more efficiently. Whilst a promise of the transformative effect of the cloud has been foreshadowed for decades, the technology is actually in use now. **Cloud storage is being deployed to house petabytes of archives. This is a key driver in the blurring of MAM and PAM.**

It should be noted that all three trends have been accelerated and exacerbated by recent economic changes. Higher inflation, market volatility, and general uncertainty brought about by major geopolitical events have led to a tightening of budgets across the board. Media companies are being forced to do more with less. Content repurposing and the development of additional monetization opportunities have become far greater necessities.

## Convergence to Production-Connected MAM

Today, what is being asked of PAM and MAM systems has almost become indistinct. User requirements for both system types are converging.

At Dalet, we refer to this evolution as production-connected MAM. At its core, a production-connected MAM is a solution that manages content across the media supply chain, from acquisition to distribution.

This unified approach provides a central repository for all media assets, integrating production tools with archive environments. This facilitates the creation of content more efficiently, with accessibility from anywhere.





## What this integration looks like:

### **Production-Centric Media Library:**

A unified view into raw and finished media, enabling the connection and tracking of all content under one roof. This overlapping of previously distinct worlds significantly enhances productivity and insights.

### **Insights and Efficiency:**

A unified view into raw and finished media, enabling the connection and tracking of all content under one roof. This overlapping of previously distinct worlds significantly enhances productivity and insights.

### **Cost and Storage Monitoring:**

Cloud-native solutions offer lower total cost of ownership but require monitoring to prevent unexpected expenses. Modern MAM systems should provide detailed breakdowns of individual production costs, improving efficiency and decision-making as content demand grows.

### **Comprehensive Ingest and Organization:**

Production-connected systems are format-agnostic, supporting a wide range of media types and facilitating automated workflows through proxy file creation, live ingest capabilities, and advanced media processing.

### **Workflow Automation and Flexibility:**

The integration of MAM with Non-Linear Editing (NLE) systems and the implementation of workflow automation are core to the production-connected MAM concept. This not only simplifies the production process but also ensures greater mobility and efficiency, enabling rapid editing and rendering for multi-platform distribution.





# A Use Case for Better Connecting MAM and PAM

One vertical where seamless, efficient workflows are increasingly important is sports broadcasting, where collaboration, meticulous metadata and archival content play a huge role in live transmission.



Lega Serie A approached us because its content wasn't findable, it had disorganized metadata and its archives were not easily accessible.

The top-flight Italian football league, consolidated its content production, management and distribution onto a centralized media infrastructure. The fundamental change leverages Dalet's solutions for workflow automation and content management, increasing production value for 400-plus games and delivering in progressive UHD and 1080p formats over a full IP infrastructure.

## Results

Through the implementation of Dalet, our production-connected MAM, we can:

- ▶ Build a centralized modern media library to provide ubiquitous access to content.
- ▶ Transport thousands of hours of live broadcast video to the cloud, where it becomes accessible to multiple teams and provides production staff with powerful search tools that ease their content production pain points.

"We took on an enormous challenge in building a new production infrastructure in such a short time – not just the workflows, but also a completely new facility able to produce highlights, log match metadata and archive the assets. We needed reliable partners that would deliver and Dalet did just that. The solution has now been operating successfully for the whole of the season," Piercarlo Invernizzi, CTO, EI Towers.



Piercarlo Invernizzi,  
CTO, EI Towers.





02

# How Production-Connected MAM Enables Collaborative Media Workflows

Once you've implemented your production-connected MAM, be it fully cloud-native or in a hybrid environment, it's time to start realizing the system's benefits.

## A Production-Connected MAM That Serves User Needs

At the heart of Dalet Flex, the world's first production-connected MAM, is FlexMAM. This is the main interface that serves as the gateway to your organization's media assets. FlexMAM makes it easy to upload, organize and review assets, search for and update metadata, begin editing, export edit decision lists (EDLs), and trigger workflows.

Unlike traditional asset management systems that categorize files by folders, FlexMAM adopts a flexible data model with customizable taxonomies. Robust filtering and search capabilities are built in, ensuring that asset search and retrieval is as intuitive as it is frictionless. This approach encourages team members to explore and use assets more efficiently.



# Improved Collaboration from Import to Archive

The platform offers a suite of web-based applications designed to streamline every stage of a typical media workflow.

In addition to FlexMAM our core applications encourage collaboration in the following ways:

## FlexMOVE

Simplifies the import process, allowing users to upload content from various sources directly into Dalet Flex, supporting every file type.

## Dalet Cut

Provides editing capabilities, enabling users to work on videos directly within the web interface, enhancing collaboration between editors and producers.

## FlexREVIEW

Facilitates the review and approval process, allowing teams to provide feedback and make decisions swiftly.

## FlexTRACK

Offers a real-time overview of workflows, ensuring everyone involved is up-to-date with the progress of projects.





### FlexXTEND

Allows access to media libraries directly from NLEs such as Adobe Premiere Pro, enabling remote production workflows.

### FlexMOBILE

Allows users to work from anywhere with an easy-to-use application available on Android and iOS devices.

### FlexADMIN

Allows users and administrators to manage users, groups and workspaces in an account.

These applications are fully web-based. This ensures accessibility from anywhere, improving collaboration across different locations and time zones.

In addition, the wider Dalet ecosystem consists of a selection of tools that streamline the wider technical video production process. High-density ingest and playout, media conversion, real-time multilayer graphics and augmentation through AI are all taken care of by [our suite of complementary products](#).



# How Production-Connected MAM Enables Collaboration Across Media Workflows in Practice

In the past, MAM systems were seen as tools to support content managers and archivists.

With a production-connected MAM, like Dalet Flex, the lives of individual users across the media workflow are made easier. What's more, team members reap the benefits of features that encourage collaboration.

This is especially important as modern studios and production teams utilize hybrid working and remote collaboration. It's unrealistic to expect all relevant stakeholders to sit within the same building at the same time. Effective delegation, providing feedback, changing creative direction, editing on the fly and meeting tight deadlines – these are all tasks that have become more challenging in recent years as a result.

**So, how does this bear fruit in practice:**



## 01: Easy access for multiple users

Video production and media management is a group effort and production projects can be fluid. Freelancers often need to be brought onto projects and given access to the right media, often without much lead time.

Within a production-connected MAM like Dalet Flex, project owners can easily grant access to multiple users and set permissions accordingly.

Users, groups and workspaces can be created quickly, at the touch of a button, and it's easy to add or remove members to and from groups and workspaces at speed.

When personnel changes or user permissions need to be adjusted, having a MAM that is able to react in real time is crucial.

**Who benefits:** Producer, Director, Project Lead



## 02: Collaborative editing on the fly

Dalet Cut further enhances collaborative efforts by enabling teams to work together on editing processes.

As a lightning-fast multimedia editing tool with native access to the full media library, users of all video editing skill levels can quickly edit and publish content from anywhere. Anyone with a web browser can begin editing and assembling a project, which can then be seamlessly handed over to another editor.

Versions of edited files with different aspect ratios for all playout scenarios can be quickly created and distributed to multiple platforms directly from the edit suite.

For more involved edits, there's frictionless connection between Dalet Cut and advanced NLEs such as Premiere Pro. This enables a smooth transition when projects need to cross from MAM to the editing suite. Dalet Xtend allows Premier Pro users to access the same collection of media and edit lists, making it extra easy to pick things up where they were left.

**Who benefits:** Editor, Producer, VFX, Colorist, Finisher



## 03: Faster asset retrieval via advanced search

Locating assets by metadata allows users to find exactly what they need without the typical hassle associated with large libraries.

Moreover, Dalet Flex's taxonomy-based structure, along with technical filters, affords the ability to refine searches by characteristics such as asset type, frame rate, language, and more. Need to find all clips shot in 4:3, in German, with owned rights, that feature... elephants? No problem.

There is also the functionality to save and share searches. If a user has a detailed search request that they frequently use, they no longer need to repetitively type it in and apply relevant filters. Instead, the process can be saved and repeated at the click of a button. This action can also be shared with other users.

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### 03 continued

Faster, more efficient retrieval helps create time for more creativity and collaboration at other stages of the workflow.

**Who benefits:** Archivist, Ingest Manager, QC, Legal, Producer, Editor, Sales



## 04: Better curated media through collections

Central to Dalet Flex is the creation and management of collections. These serve as repositories for organized production assets. Collections can include assets, clips, and sub-collections, with customizable access and metadata settings.

They help production teams to better curate the media they work with.

For instance, collections help to simplify the process of bringing together a selection of assets to be later used in editorial.

The collection can be shared with other users, either to send them the finalized content selection or help contribute to the curation process further.

**Who benefits:** Producer, Editor



## 05: Simplified workflow orchestration and automation

Dalet Flex's Workflow Designer turns the process of building workflows into a frictionless, drag-and-drop experience. Users can visually map out a project's flow using a variety of "ingredients" like actions, resources, and scripts. They can then select and arrange these elements to design a perfect workflow. This can either be launched into action immediately or saved as a draft for later refinement.

Workflows can run manually, or even more efficiently through automation. Project leads can select specific sets of business rules and metadata properties, enabling complex workflows to run automatically.

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#### 05 continued

This type of orchestration helps to bring about greater collaboration. It enables the correct people to receive content or notifications at the right steps of the workflow, keeping everyone involved informed and in sync.

**Who benefits:** Everyone working across the project



### 06: Streamlined review and approval processes

Dalet Flex Review streamlines the feedback and approval processes.

Team members can comment directly on assets, providing clear and actionable time-coded feedback that can be exported straight into editing software. This can be done anywhere, at any time, as long as the user is connected to the internet, and comments can be searched for across the media library.

Advanced workflows can be set up to trigger certain actions based on review sessions. For example, if a copyright concern crops up, an email can be automatically triggered for Legal to review.

This helps bring the right team members into the production process efficiently – only looping them in when needed.

**Who benefits:** Producer, Editor, Director, Legal, QC, VFX, Colorist, Finisher



### 07: Improved archiving through metadata management

Dalet Flex integrates AI technologies to enhance natural language and visual content processing. This allows for efficient and detailed metadata generation. Users can therefore search for assets based on what is contained within shot, as well as what features within various audio tracks.

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### 07 continued

This turns content discovery from a laborious chore into a task that is second nature. Teams are able to work more harmoniously when the content they require is within easy reach.

**Who benefits:** Archivist, Ingest Manager, QC, Producer, Editor, Sal



## 08: Advanced integration with other systems and platforms

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**Who benefits:** Producer, Editor, Director, Legal, QC, VFX, Colorist, Finisher





03

# How Production-Connected MAM Leverages The Cloud

No matter your niche, you've likely heard endless noise about the proliferation and importance of cloud technology. Though talk of the cloud's seismic impact has become cliché, it really is driving huge shifts in capability across many industries — and MAMmedia asset management (MAM) is no exception.

Media-focused businesses large and small are already reaping serious rewards from the integration of video archive systems with the cloud. These benefits go beyond simple cost savings and increased efficiency.

However, moving to the cloud is no easy feat. Whether you're implementing a hybrid approach or looking to shift to a fully cloud-hosted solution, it's important to follow a robust methodology. Enlisting the help of a partner who knows your business inside out and can provide the services you require is integral.



# The Difference Between Cloud-Based and Cloud-Native

At its core, a cloud-based MAM solution uses cloud services to store and serve content from media libraries as part of the production and distribution process.

However, in reality, “cloud-based” can have multiple meanings. It could refer to fully hosted solutions where every aspect of MAM is managed by a cloud provider. It may also refer to hybrid models, where certain elements remain on-premises while others are moved to the cloud.

It’s important to recognize that cloud-based does not mean cloud native. At Dalet, we define a true cloud MAM system as an enterprise solution built with cloud-native architecture, made up of microservices and modular capabilities.

## Key features of a cloud-native MAM include:

### Unified Content Catalog:

Where disparate media libraries are brought together into easy-to-access cloud storage.

### Workflow Orchestration and Automation:

where standard and custom workflows are leveraged alongside AI technology to transcode, approve, publish, and more.

### Application Ecosystem:

where a suite of cloud-native tools is curated to address the specific technical and editorial needs of an individual media business.

## Can a Cloud MAM Coexist with an On-premises Solution?

Regardless of your architecture, a cloud-based MAM does not have to exclusively use cloud storage. It can integrate with multiple cloud providers and on-premise storage to operate in a hybrid model.



Traditionally, the moving of a MAM to the cloud may have been contextualized as a classic “lift and shift.” In other words, the moving of on-premises, physical server-based storage to a virtual cloud-based archive.

While lift and shift options bring the accessibility of the cloud and remove on-premise infrastructure needs, they do not take full advantage of the cloud in the same way cloud-native architecture does.

## What Services and Workflows Does a Cloud-Native MAM Impact?

While many lightweight web-based solutions exist, they lack the power of a cloud-native MAM capable of improving access, collaboration, and efficiency on an industrial scale, based on user needs.

While all features might not all be used across every implementation, an enterprise cloud-native MAM system will be comprised of several key technical components: [\(01-06\)](#)

### 01: **Cloud Storage:**

This is the backbone of a cloud-native MAM, providing scalable, secure, and cost-effective storage solutions for media assets across multiple storage tiers.

### 03: **Metadata Management:**

Essential for organizing, searching, and managing video files effectively. Cloud facilitates metadata capabilities through advanced tagging and indexing.

### 02: **Intelligent Ingest:**

Ingest any media with relevant and enhanced technical and editorial metadata at scale regardless of where the media originates from, for example, watch folders, camera cards, live feeds (SDI, SMPTE IP, compressed IP), or file uploads.

### 04: **Workflow Engine & Automation**

In-house ability to quickly create workflows that efficiently distribute content at every stage of the media supply chain ensuring secure, reliable access to assets



### 05: Transcoding and Encoding Services:

Cloud services can automatically convert media files into various formats and resolutions, making them suitable for different distribution channels and devices.

### 06: Integration APIs

These allow for seamless integration with other tools and systems such as NLEs, file transfer systems, AQC's, playout, monetization, analytics platforms, and more.

## What are the Benefits of Implementing a Cloud-Native Production-Connected MAM

Following a successful migration, the benefits of implementing a cloud-native MAM system are numerous:



### Scalability:

The cloud allows you to easily dynamically scale your storage and processing needs up or down without significant upfront investment.



### Accessibility:

Users can access media assets from anywhere, at any time. Previously, clunky VPNs and high-speed internet connections may have been required to access media assets. With cloud a standard wi-fi connection is all that's needed.



### Cost Efficiency:

Cloud reduces the total cost of ownership by removing the need for physical infrastructure and the associated maintenance costs, while improving your content security.



### Improved Workflows:

Automation makes it easy to [orchestrate your media supply chain](#) and manage your storage costs. You can control where files are and when they are accessible. Metadata can also be used to determine when files are moved to and from cold storage, based on the specific needs of your operation.

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### Security:

Cloud-native MAM systems leverage cloud provider security measures, including data encryption and secure multi-factor access controls.

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### Content Monetization:

Return on investment extends beyond financial savings. Cloud-native systems allow you to generate new revenue streams by licensing selected inventory to clients, partners and affiliates through integrations with modern digital storefronts.

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### Innovation:

Cloud-native architecture allows you to quickly adopt new features and technologies as they become available in the cloud ecosystem.

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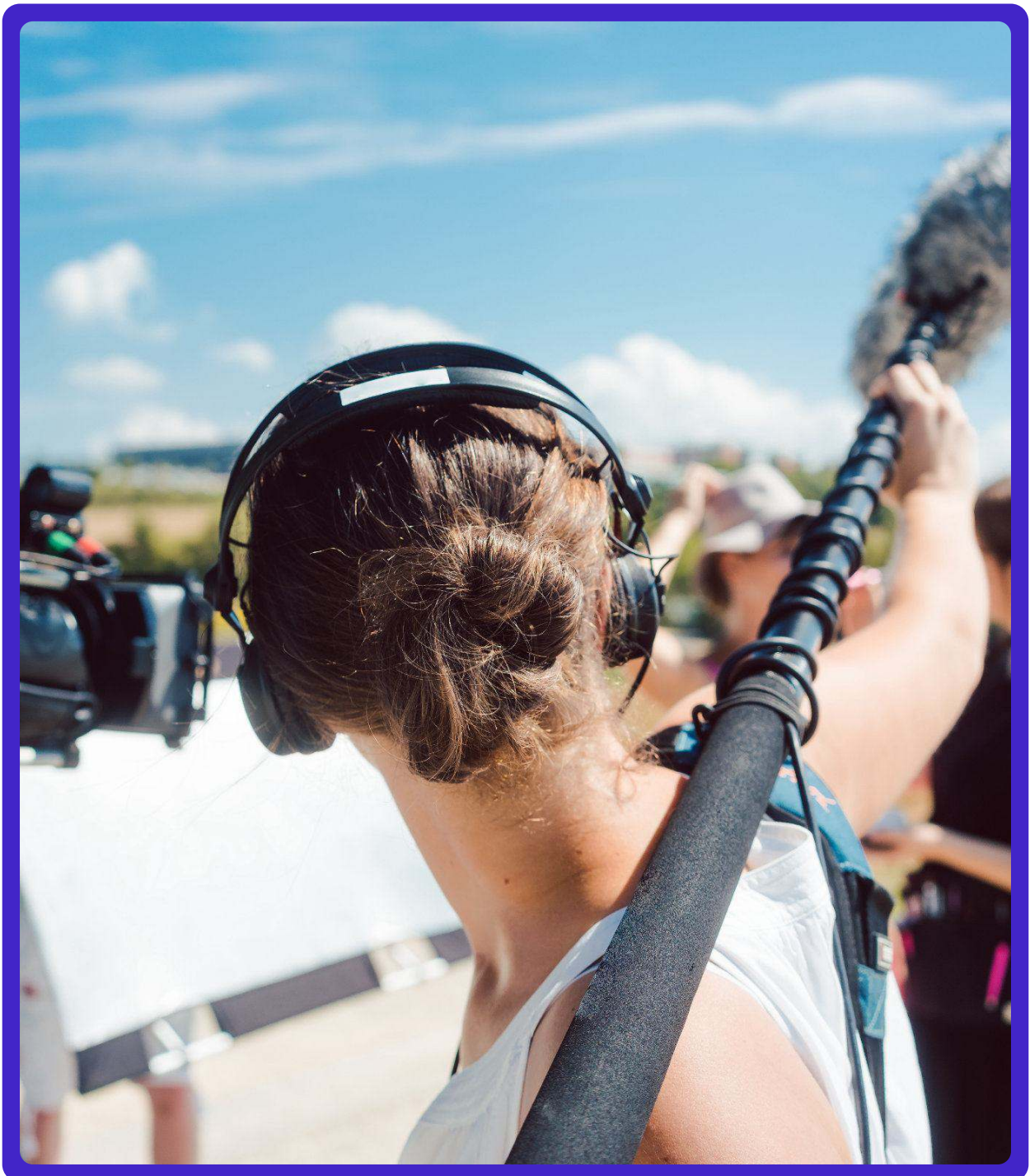
### Reliability:

Cloud systems can take advantage of providers' immense scale. No matter where you are in the world, you'll always be near to a server location for quick, reliable access to archives. Cloud also removes barriers to high availability – AWS operates a “five nines” principle of 99.999% year-round availability and uptime.



## Energy Savings:

Cloud data centers are up to 5x more energy-efficient than traditional data centers, reducing energy costs for companies that migrate to the cloud.







# How Long Will It Take to See Benefits?

The timeline to realize these benefits can vary. Typically, organizations begin to see improvements in operational efficiency and cost savings within the first few months after implementation. However, the full scope of benefits, especially those related to strategic advantages like improved content distribution and market responsiveness, may take longer to materialize.



With 12,000 staff, France Télévisions creates award-winning news programs for over 20 million viewers across six channels.

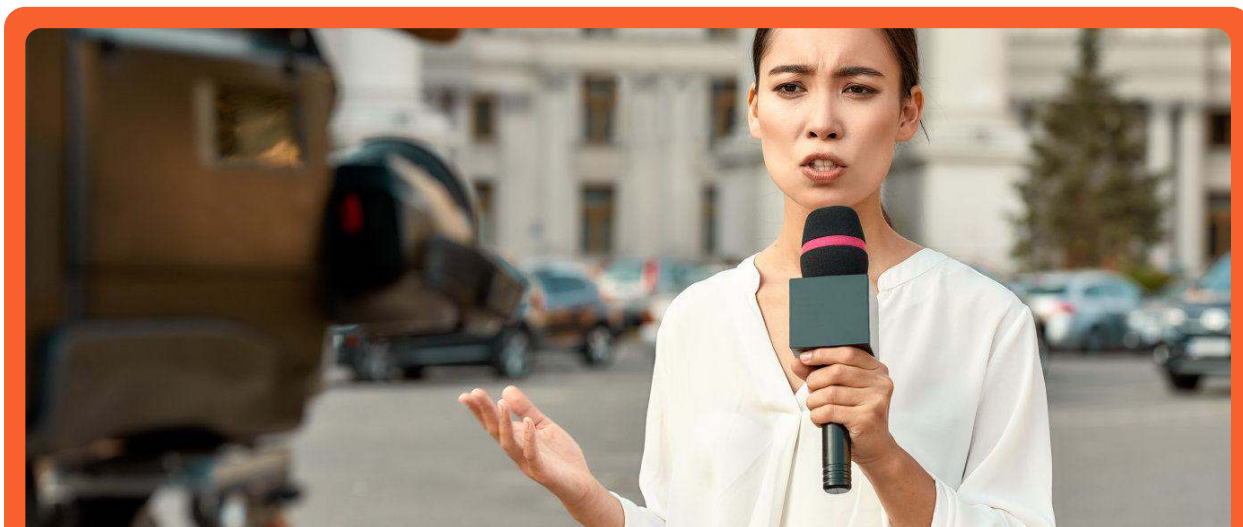
## Results

When our customer France Télévisions was faced with a nationwide lockdown in March 2020, staff had no direct access to the company's systems. We were able to rapidly implement remote cloud workflow solutions and restore operational strength in just 4 weeks.

“Dalet offered us a path to news production with remote editing, connected to our central MAM system. Once integrated in production workflows, the solution extended the content and the workflow tools that we use day in and day out to deliver the news beyond the physical newsroom. The integrated solution allows us to be very efficient as well as connected to each other no matter where we're reporting from.”



Emmanuel Gonce,  
Head of Engineering for the Newsrooms, France Télévisions





# Preparing to Move to The Cloud

Whether you've decided to move all or part of your MAM system to the cloud, there are several things to consider. **Moving to the cloud is a big task — one that nobody wants to have to do twice — so it's important to make the right choices.**

Before any implementation, it's important that your MAM provider has a holistic understanding of your business. This involves understanding your business' current MAM and/or PAM setup and workflows, exploring how you operate with other vendors, and determining your needs and ambitions moving forward.

Moving to the cloud isn't about having the latest and greatest, it's about bringing real value to your operation and enabling you to achieve sustainable growth.

While all media-focused businesses are likely to benefit from the features we've already listed, your organization will have specific pain points that a cloud-native production-connected MAM can ease. It's important to state clear aims and objectives.

If you're a broadcaster, the aim may be to drastically improve the speed and efficiency of content delivery to meet tight deadlines. In the film industry, the focus might be on collaboration among geographically dispersed post-production teams. Setting the precise specifications for the cloud features you want to exploit is key.





# Key Milestones for Successful Implementation

Though this varies depending on the nature of project, our phased implementation approach typically includes:

## **Business Analysis Requirements:**

Performing a study to determine the functional requirements of the desired system. This study includes an in-depth analysis of workflow, infrastructure, interoperability with third-party systems, and data migration from legacy systems.

## **Project Planning & Design:**

Writing a plan with detailed descriptions of key milestones throughout the project to ensure delivery is on time and within budget.

## **Integration & Customization Engineering:**

Providing customization for integration with third-party applications, databases, legacy systems, or equipment – in other words, connecting to the tools your business already uses.

## **Acceptance Testing:**

Planning and conducting acceptance test scenarios to verify that the implemented solution meets the desired system requirements.

## **Project Initialization & Scope:**

Working with you to define the scope of the project by setting high-level goals and objectives.

## **Risk Management:**

Anticipating risks and developing workarounds as needed.

## **Implementation & Configuration:**

Working with you and third parties to implement and configure the system in accordance with the requirements.

## **Training and Coaching:**

Providing custom training sessions to both technical and non-technical audiences.

## **Roll out:**

working with your organization to develop a proper support strategy, organize post project evolution, and evaluate any future needs.



## The Key to a Successful Setup Process

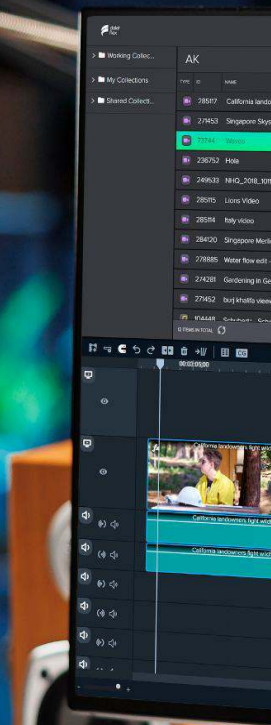
Whether implementing a hybrid or full cloud-native solution, some areas of the initialization are particularly important to get right.

Defining accurate technical specifications, including infrastructure, security, and storage requirements, is crucial. A consultant or cloud services operations specialist will take extra care in pulling together requirements. This person then becomes ultimately responsible for successful deployment on the appropriate cloud account.

We support integration with many providers, including AWS, Azure, Google, Alibaba, OVH and more. This is important to us, not only in terms of increasing consumer choice, but also from a data recovery standpoint. Some customers house their entire media library with one provider. Dalet Flex mirrors this data with another provider as well, for extra security.

Security measures are integral. We provide recommendations for ports, services, anti-virus measures, and more. This may involve discussions about VPNs and secure data transfers, especially between cloud and on-premise locations, ensuring a secure environment.

When it comes to migration, specifications cover the movement of data from existing systems, possibly involving third-party solutions. The approach will vary depending on the media business in question. A move to the cloud might require use of technologies like AWS Snowball Edge or Snowcone for data transfer. It's also common to deal with specific requests for data context preservation. This stage is one of the most complex and crucial, as it involves ensuring that existing data is accurately and efficiently migrated to the new system, considering all technical and functional requirements.





# Get Ready to Boost Your Own Media Workflow Collaboration

The convergence of PAM and MAM represents a significant evolution for media organizations. At Dalet, we are redefining modern media workflows with Dalet Flex, our cloud-native, production-connected MAM solution.

Allowing our customers to make informed decisions and optimize their operations is central to our thinking. Connecting not only to Dalet applications, but also to third-party systems through our robust API network, Dalet Flex sits at the core of any media operation.

Whether you're managing a small team or coordinating large-scale media production, Dalet Flex's adaptable and intuitive platform is built to help teams work better together at every stage of the production process.

By centralizing asset management, streamlining approval processes, and enabling real-time collaboration, Dalet Flex empowers you to produce high-quality content faster and more efficiently than ever before.





# Book a Dalet Flex Demo Today

Ready to future proof your content from ingest, through production, to archive?

Leading broadcasters, studios, sports organizations and media-centric companies are already using Dalet Flex to increase collaboration through agile, intuitive workflows.

Talk to a Dalet specialist today to unlock the potential of your digital content.

[Book a demo](#)

## About Dalet

Dalet is a media solutions and service provider that places technological innovation and human collaboration at the heart of everything we do, creating powerful tools and products that help you tell better stories.

With over three decades of innovation, our software solutions enable greater control, enhanced visibility and increased productivity for content professionals and storytellers around the globe.

## Dalet Global HQ

**Address:**  
140 rue Victor Hugo  
92300 Levallois-Perret  
France

**Phone:**  
+33 1 41 27 67 00

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