AS ARVATO SYSTEMS

CoreMedia on Cloud: Arvato Systems accompanies MTV Oy into the AWS Cloud

Stable and well-functioning partnerships are important for Arvato Systems. As provider of the same-named CMS, CoreMedia recommended the experts from Arvato Systems to the Finnish TV station MTV Oy for the migration of the CMS into the cloud.

——

'We are very confident that we can rely on CoreMedia's recommendation and once more on our partner Arvato Systems.'

Risto Koivula
Chief Technology Officer at MTV Oy

——

Background Situation

As part of a previous project, Arvato Systems had already successfully implemented its media sales solution package S4AdSales for optimized commercial placement at MTV Oy. Convinced of die IT service provider's expertise, MTV Oy has now assigned Arvato Systems to adapt the CoreMedia CMS to its individual requirements and thus ensure the solution's cloud readiness.

Vision

MTV Oy wanted to increase its development capacities in the long term. To achieve this, the media group decided to operate its CMS in the cloud and outsource the application and release management to a service provider.

The Customer

– Founded in the 1950s, MTV Oy is Finland's largest private TV and communications group.

– With various free TV and several pay TV channels, MTV Oy reaches three million viewers daily.

– The MTV.fi and radionova.fi websites score about two million users a week; MTV Oy publishes around ten million videos a month in its MTV Katsomo online TV services.

Industry

– Media

Solution

Initially, Arvato Systems analyzed the status quo of the existing on-premise installation of CoreMedia CMS and worked out a roadmap. The roadmap formed the basis for the code-specific adaptions that were necessary to operate the CMS as platform-as-a-service (PaaS) in the cloud, making the TV broadcaster the first media company to use the cloud version of the CMS with 'CoreMedia on Cloud'. After completion of the migration, the IT service provider will continue to develop the CMS within the framework of application management and offer MTV Oy appropriate support. In addition, the TV station benefits from professional release management: The system integrator will maintain the CMS and automatically install updates, which ultimately ensures long-term cloud capability.

Our Services

As a platinum partner of CoreMedia, Arvato Systems convinced the media group not only with its expertise in adequately customizing and easily implementing CoreMedia, but also with its experiences and know-how in the media industry. Furthermore, Arvato Systems is an experienced cloud enabler and multi-cloud provider as well as a certified partner of Amazon Web Services (AWS) and Microsoft Azure. The company also provides its own private cloud. Following the migration to the Amazon cloud, which will be supported by the Finnish IT consulting firm Cybercom, Arvato Systems will be responsible for the application and relase management and advise Cybercom on infrastructre planning and system monitoring. Moreover, Arvato Systems plans to further develop the cloud-based version of CoreMedia CMS.

Customer Benefits

Migrating the CMS to the cloud has many advantages for MTV Oy. Since the private broadcaster places the business in the hands of a specialized service provider, its own developers have more time for other tasks. In addition, the media company benefits from the fact that Arvato Systems always imports the latest system updates and ensures optimum scalability at all times. It is possible to flexibly and cost-effectively compensate possible load peaks. Users also benefit from the advantages of the cloud-based CMS: While more than 100 editors can easily create, efficiently manage and systematically play out content and assets for various digital channels, visitors enjoy the advantages of a website that is always highly performant and intuitive to use.

Case Overview

Task

–   Professional consulting and need-based support for the migration of the CoreMedia CMS into the AWS cloud
–   Application and release management

Technology

–   Cloud-based content management system CoreMedia on Cloud

Result

–   MTV Oy benefits from a highly performant CMS that editors can use intuitively. Ultimately, thanks to the update and release mangement from Arvato Systems, the CMS is always at the latest technological level.

You have questions, need information or a contact? Get in touch with us.

Arvato Systems | **Dirk Brinkmann** | Director Digital Experience
Phone: +49 89 4136-8102 | Email: dirk.brinkmann@bertelsmann.de
IT.arvato.com

AS ARVATO SYSTEMS