



Nowadays, companies are more complex than ever before, with multiple departments, tasks and workflows that have to be efficiently coordinated to make sure that everything falls into place. In this context, it is vital to have total control over a company's internal processes.

Total control to empower their strengths, and to correct their weaknesses. With

this in mind, **VSN** has been one of the pioneers to introduce Business Process Management technology in the broadcast and Media & Entertainment sector with a revolutionary tool: **VSNEXPLOER BPM**.

Thanks to the software tools included in this advanced solution, audiovisual companies gain total control and visibility of its processes. This fact increases

the productivity of its employees, helps to detect and adequately manage bottlenecks, orchestrates and optimizes processes and improves the integration of different systems and departments.

To put it simply, this Business Process Manager allows the user to gain in simplicity and efficiency, and alienates the operation with the business.

## INTRODUCTION



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# 1 CONCEPTS

## What is a Business Process (BP)?

A BP is a collection of related activities or tasks that are oriented to producing a certain service or product, meeting certain objectives, for a client, a group of clients or several clients.

Normally, a business process can be visualized as a workflow graphic with the related groups of activities presented as interrelated decision points or as a Processes Matrix with a sequence of activities with relevancy rules based on the data used in the process.

## VSNEXPLOER BPM...

... is part of **VSNEXPLOER**'s complete suite of media management solutions, is **VSN**'s proposal to help companies in the Media & Entertainment and broadcast sectors to have visibility and control over their whole activities, improve their productivity, reduce bottlenecks, automate processes and improve the integration between different systems and departments.

## What is a Business Process Management system?

Business Process Management (BPM) is a field in operations management that takes care of improving a company's performance through the management and optimization of its business processes. A BPM system is therefore the business software that uses its capabilities to automate and organize repetitive processes and tasks that are necessary, giving freedom to users to dedicate their resources to improve the final product or service.

That's why a BPM system allows companies not only to reach their objectives or those of their clients, but also overcome them. Not only react to changes in the industry, but anticipate them while reducing costs and optimizing resources.



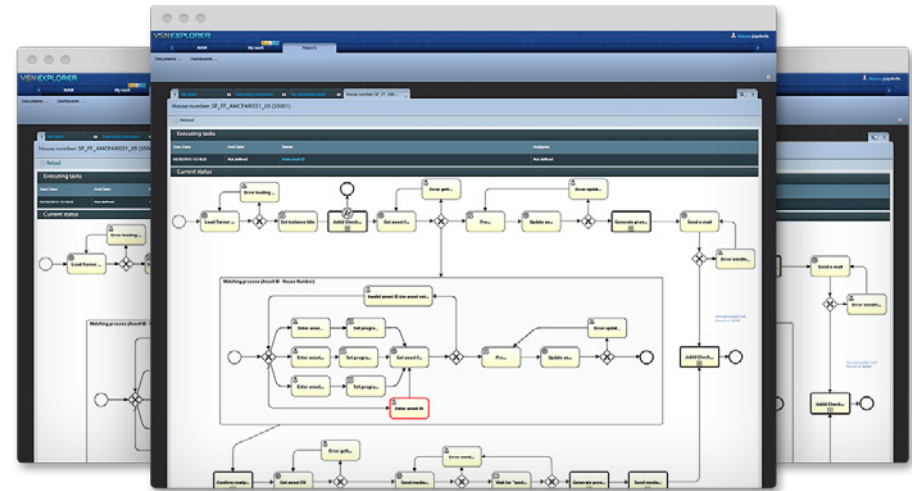
*VSNEXPLOER BPM's user interface*

## 2 VSNEXPLOER BPM FEATURES

The system offers a real value that allows companies to obtain a better performance of their resources by adopting BPs adjusted to their specific needs and the integration of different systems (whether currently in use or newly installed).

A BP orchestrated by VSNEXPLOER BPM generates synergies between users with different automated systems.

These same users can administer its tasks generated by BPs, linking easily and in an efficient way the work of operators and automating systems.



These are the main features of VSNEXPLOER BPM:

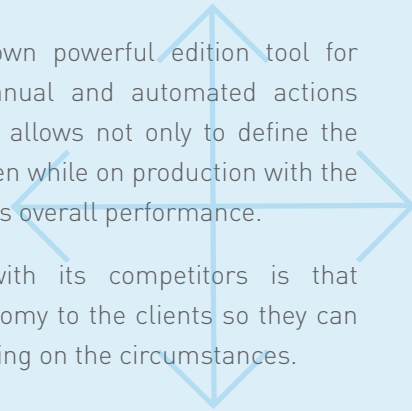
- Management and optimization of all the company's processes
- Improved and efficient interaction with clients and providers
- It optimizes operations and dramatically reduces the required time to start commercializing new services or products
- Different processes orchestration and automation, avoiding errors and reducing operational costs
- Real time view of the company's workflows currently in use
- Immediate detection and reduction of bottlenecks
- Total freedom to the client to modify processes at any time
- Process management for both VSN and third-party applications
- User's tasks management and priority control
- Independent actions, forms, tabs or else at VSNEXPLOER for each manual process

# 3 VSNEXPLOER BPM ADVANTAGES

## DESIGN TOOL

VSNEXPLOER BPM has its own powerful edition tool for workflow graphic modeling, manual and automated actions adding, decision boxes, etc. This allows not only to define the workflows, but to modify them even while on production with the objective of improving the system's overall performance.

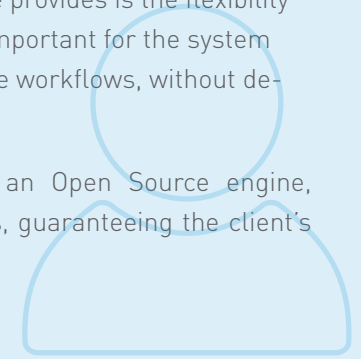
A very important difference with its competitors is that VSNEXPLOER gives total autonomy to the clients so they can make their own decisions depending on the circumstances.



## USER CUSTOMIZATION

An important benefit that a BPM engine provides is the flexibility when optimizing a workflow. It is very important for the system administrator to have total access to the workflows, without depending on third parties.

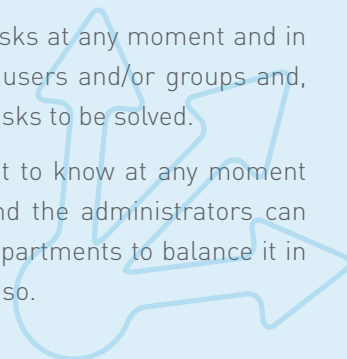
This is the reason why we opt for an Open Source engine, following BPMN 2.0 industry standards, guaranteeing the client's independence.



## TASKS ASSIGNMENT

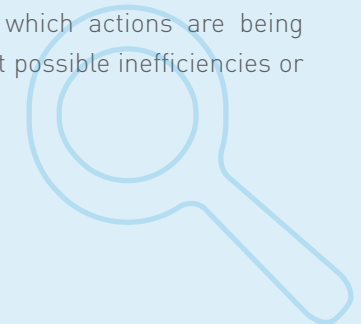
Users can check the status of their tasks at any moment and in real time. This tasks are assigned to users and/or groups and, later, users can select the candidate tasks to be solved.

With this characteristic, users can get to know at any moment which tasks are yet to be finished and the administrators can follow the workload of the different departments to balance it in case circumstances recommend to do so.



## WORKFLOWS AND ACTIONS VIEWER

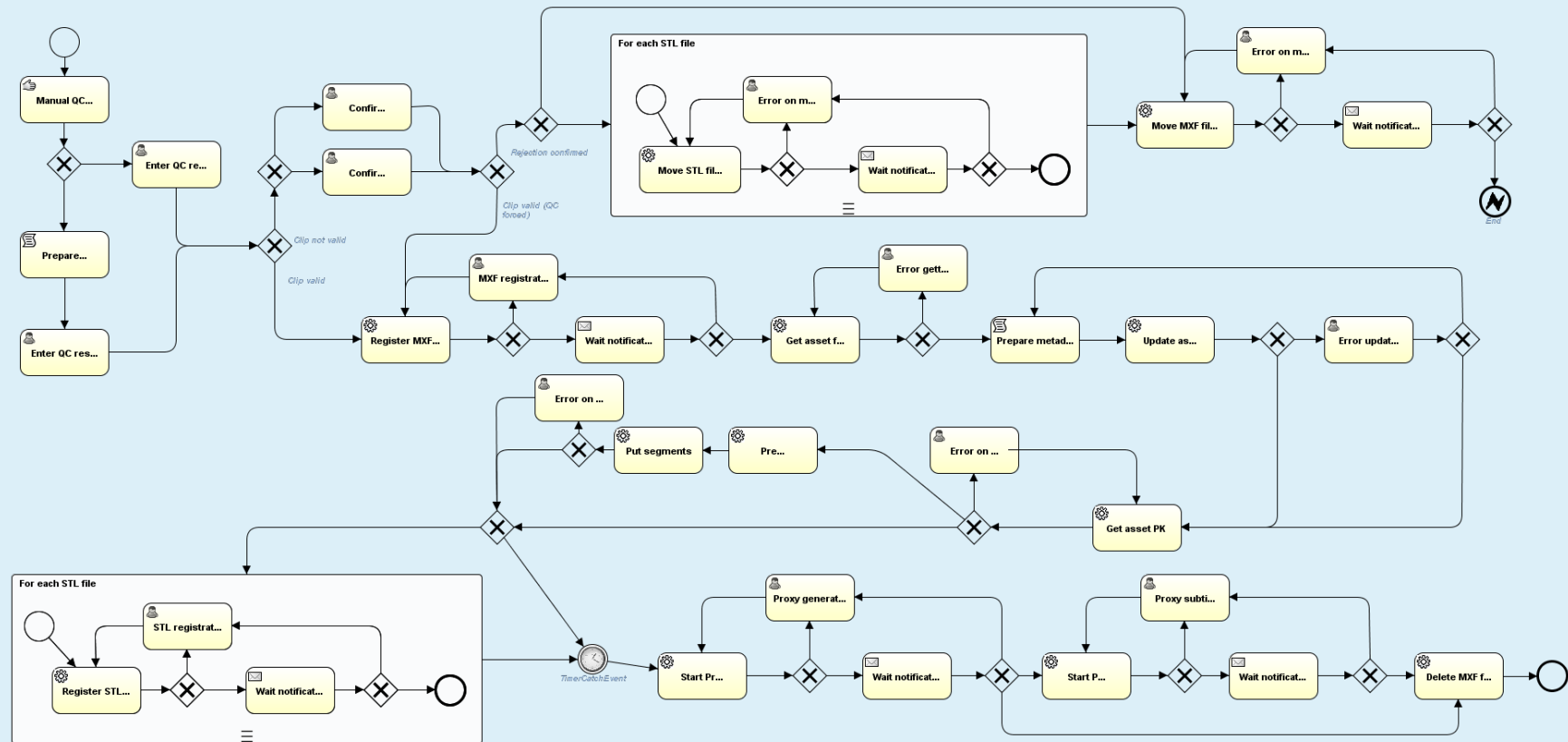
The workflows viewer allows VSNEXPLOER BPM to have total visibility of the system and monitor which actions are being executed in real time, as well as detect possible inefficiencies or errors in the workflow.



## EXAMPLE OF A BUSINESS PROCESS

This workflow shows the Quality Control process that a video clip must go through before being registered into the MAM. If the clip is valid, the asset's metadata is registered together with the production data (chapter, season, etc.). If in previous BP's it was decided that subtitles would be included in the production, these will also be added thanks to the automated workflow, that sends the clip to broadcast.

On the contrary, if the clip is not valid, it must be reconfirmed by the user and it is not registered in the MAM. The system also sends a notification to the traffic personnel indicating that the Quality Control user has not accepted the material.



# 4 Case Study: VSNEXPLORER BPM

## The integration of Telson and Turner International



With 35 years of existence, **Telson** has become one of the most important Broadcast facilities in the Spanish Broadcasting industry, being specialized in advertisement, cinema post-production services, design and “packaging” of thematic channels and corporative communication.

### THE CHALLENGE

Telson needed to implement an automated platform to manage all processes related with ingest, QC, and delivery of broadcast materials that allowed them to communicate with Turner International’s systems.

The Project required a MAM system for media management, both in Telson and Turner International, remotely controllable and secure. The MAM system should generate a unique ID for Telson’s internal use and, finally, the media should be archived in a deep archive.

Minimizing the deployment time was key due to the urgency of getting new channels on-air. This made the project even more challenging.

### THE SOLUTION

Starting with a project consultancy, several BPs (Business Processes) were defined to orchestrate the different manual and automated tasks. This processes included integration with external systems such as Minnetonka software for audio processing, Softel for subtitling, Cerify for automated QC, Signiant for file exchange with Turner International and Omneon videoservers for MCR.

The unique ID generation was powered using VSN SPIDER’s ID generation module, configured to generate an internal ID for Telson with a very specific structure agreed between Telson and Turner International. This structure followed FIMS specifications to create an universal ID.

For the deep archive solution the customer chose SGL HSM, which allows LTFS management to guarantee future LTO compatibility. This was a key requirement.

### BUSINESS PROCESSES INCLUDED IN THE PROJECT

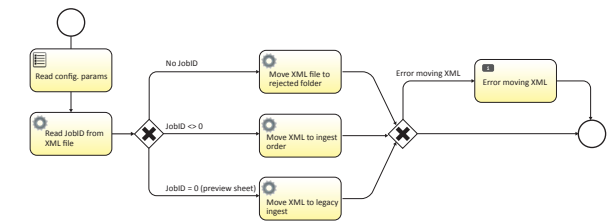
#### INGEST ORDERS RECEPTION FROM TURNER INTL.

The objective of this process is the reception and delivery of ingest orders among the different Telson processes. This way the reception is centralized and much more efficient, allowing the administrators to monitor the status and health of the system and control all the processes from a single interface.

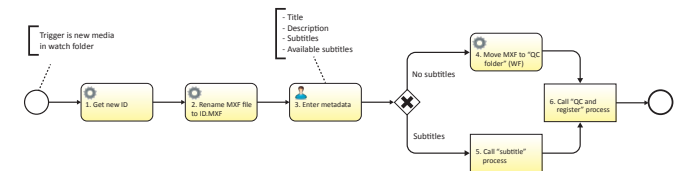
#### TELSON INGEST

This process manages the materials before the ingest order arrives from Turner. The system generates an internal ID for Telson, manages all the subtitling and QC processes and eventually stores the clip as an asset in the

MAM system, including all the metadata gathered during the different processes, and waiting for the ingest order to arrive.



*Ingest orders reception from Turner Intl. BP*

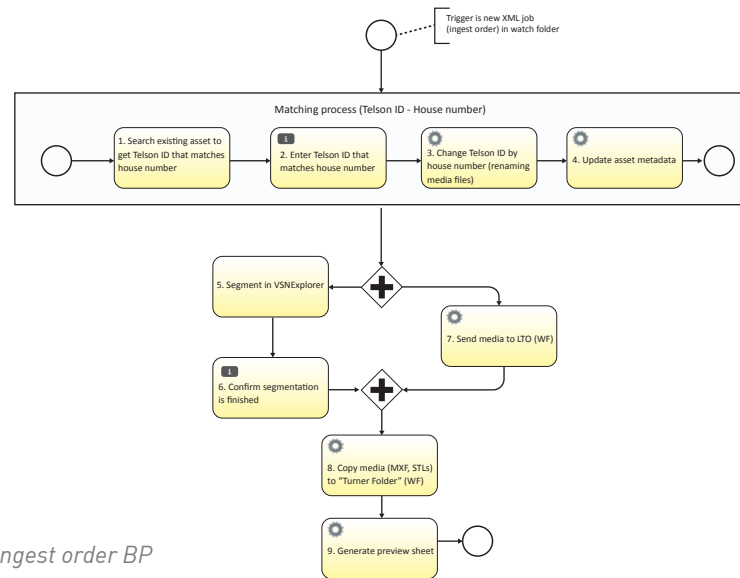


*Telson ingest BP*



## TURNER INGEST ORDER

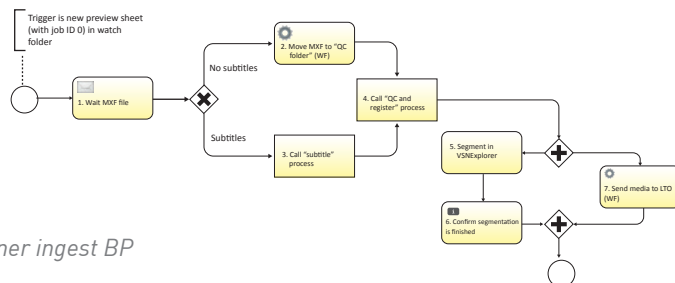
In this process, an operator does the matching between the ingest order coming from **Turner** and the ingested asset from **Telson's** ingest process. Afterwards, the media file is recovered from the MAM system and registered as a ReadyToAir asset.



Turner Ingest order BP

## LEGACY TURNER INGEST

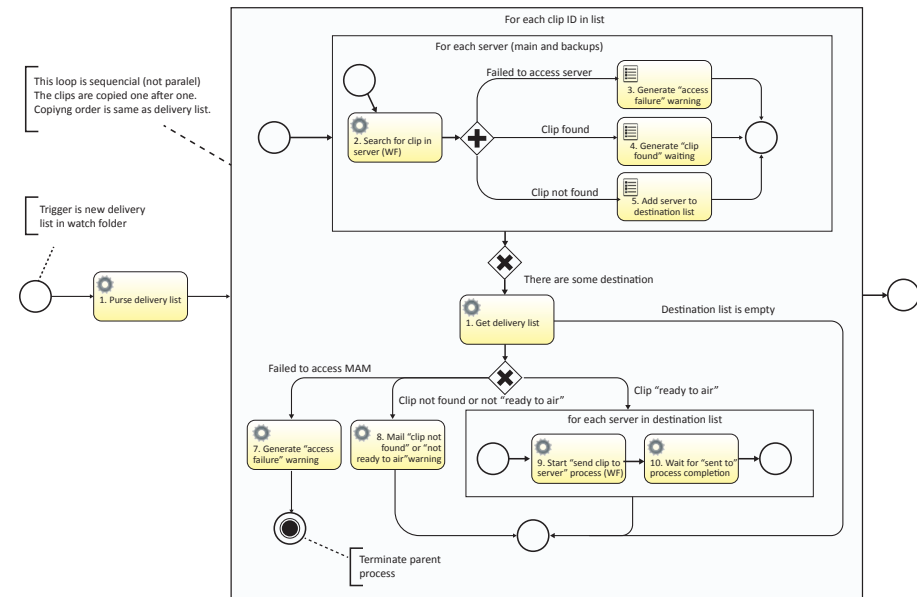
The objective of this BP is the reception, process and QC of the contents coming from Turner International through Signiant. If the sub-processes end satisfactorily, the file is registered in the MAM system and sent to the HSM to be stored in LTO tape.



Legacy Turner ingest BP

## DELIVERY OF MEDIA TO THE PLAYOUT SERVER

This process sends the contents of the deep archive to the MCR servers based on a list coming from **Turner International's** traffic system. This process also generates notifications if the content was not found in the MAM system. It is a critical process because it acts directly above the Business Core.



Delivery of media to the playout server BP

## THE RESULTS

The solution given by **VSN** using **VSN SPIDER** orchestrates workflows in an automated and very efficient way. Users receive tasks depending on the group they belong to and the VSN SPIDER platform moves the media from one system to another following the defined BP.

On the other hand, **Telson** and **Turner International** have access to contents immediately both locally and remotely. This allows **Turner International's** auto-promotion department to access the material right after being digitized and to do so from remote sites using **VSN's** UMP protocol. UMP allows the sending of contents in a secure and accelerated way.

## 5 One final thought

A BPM system has the central role in any executive management strategy. It makes sure that the organization works optimizely in all its vital, daily processes, and gets the most from every resource while helping to understand the value that the company delivers to its clients and how to increase that value. All in all, it analyzes, controls and documents how workers and systems work together.

And is there a better way to organize and optimize workflows than with models and diagrams?

**VSNEXPLOERER BPM** is the more advanced Business Process Management solution in the market, because it has been designed

looking for ease-of-use, adaptability to any situation and business and empowering of user value and productivity.

It also complements perfectly with the rest of **VSN's** solutions for media management, news production and MCR automation and distribution.

Do not wait any longer to find out how **VSNEXPLOERER BPM** can improve your company's business processes. Our specialized team will be willing to offer you the best custom-solution for your organization.

You'll be surprised by the results.



# VSNEXPLOERER BPM's highlights

- ▶ Process-oriented management
- ▶ Infrastructure aligned with business requirements
- ▶ Integration with interfaces (human and applicative)
- ▶ Improves productivity, flexibility and competitiveness
- ▶ Cost saving and time reduction
- ▶ Rapid implementation of new business strategies
- ▶ Knowledge stays in the organization



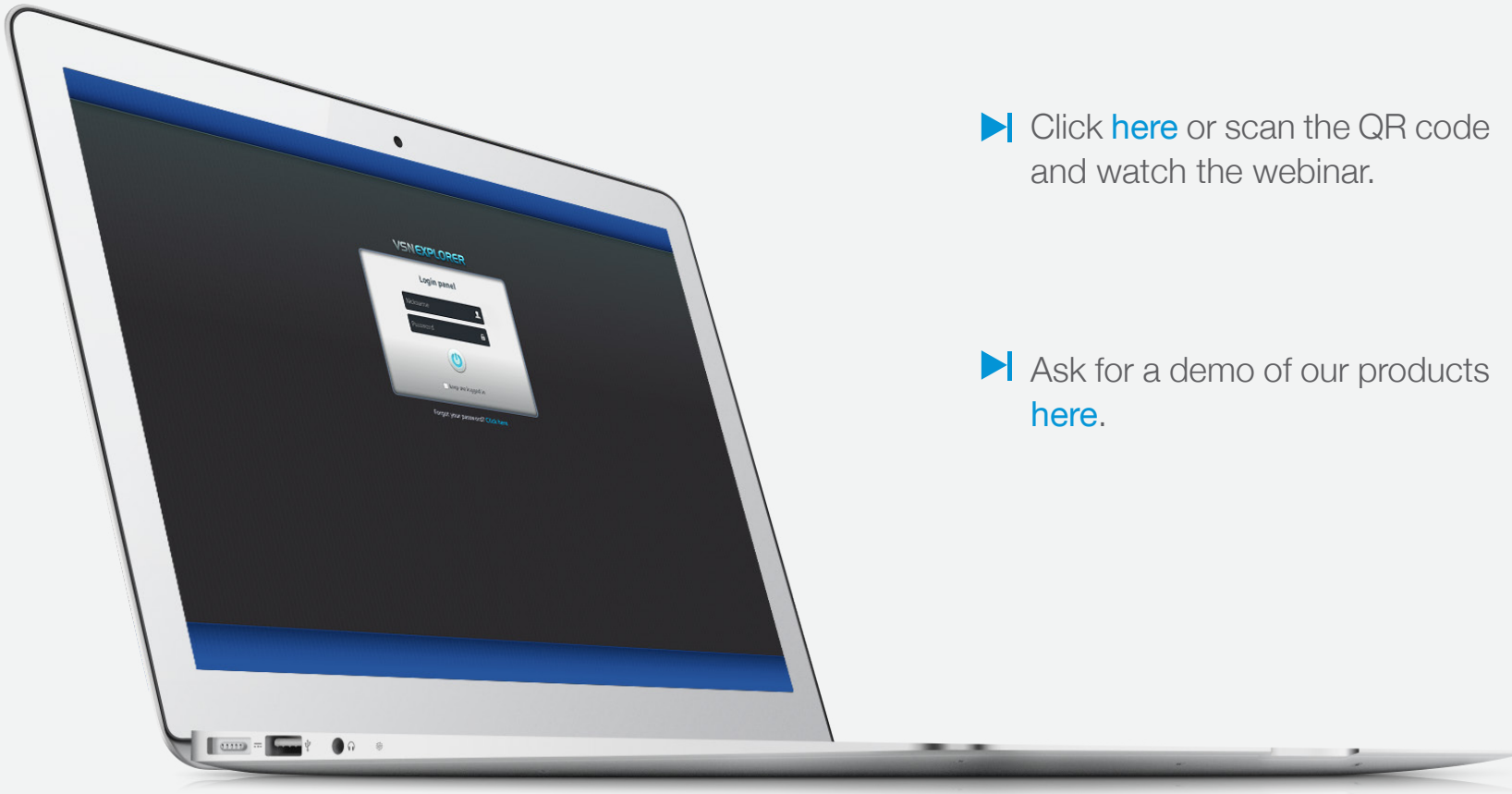
- ▶ Continuous improvement of the system by the development team of the organization
- ▶ Improves efficiency and effectiveness
- ▶ Reduction in document generation
- ▶ Speed changes due to new requirements
- ▶ Enterprise's overall costs reduction: < 20% to 50%
- ▶ Return on Investment (ROI) > 400 %

# 5 References

## MORE THAN 1.000 CLIENTS IN MORE THAN 100 COUNTRIES

For more than 25 years, **VSN** has installed solutions for more than 1000 clients, creating value for different companies in the Broadcast and Media & Entertainment sector.





▶ Click [here](#) or scan the QR code and watch the webinar.



▶ Ask for a demo of our products [here](#).





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INNOVATION & MEDIA SOLUTIONS

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