

Unlock Smart Content with the Right (Data) Pattern

Matt Turner, MarkLogic CTO Media & Manufacturing

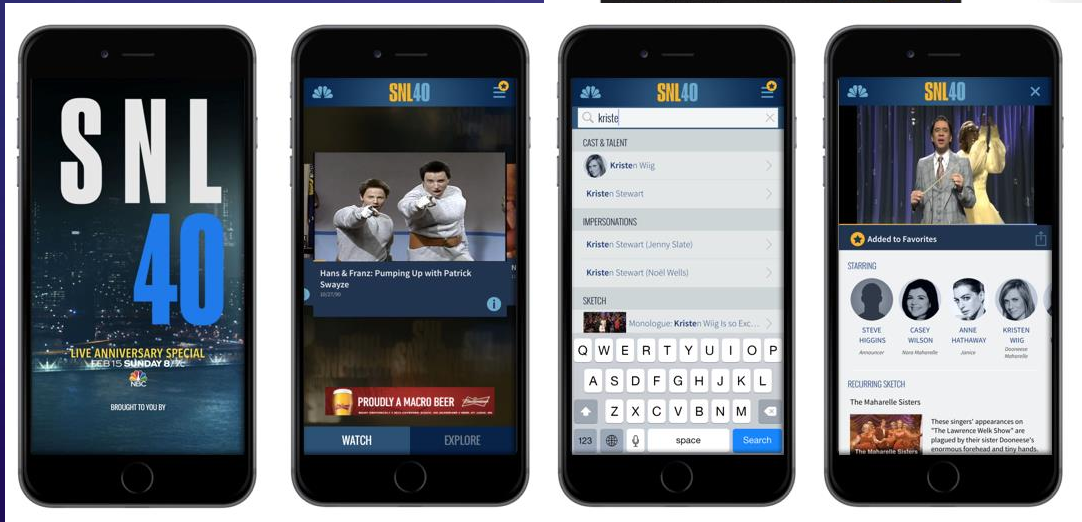
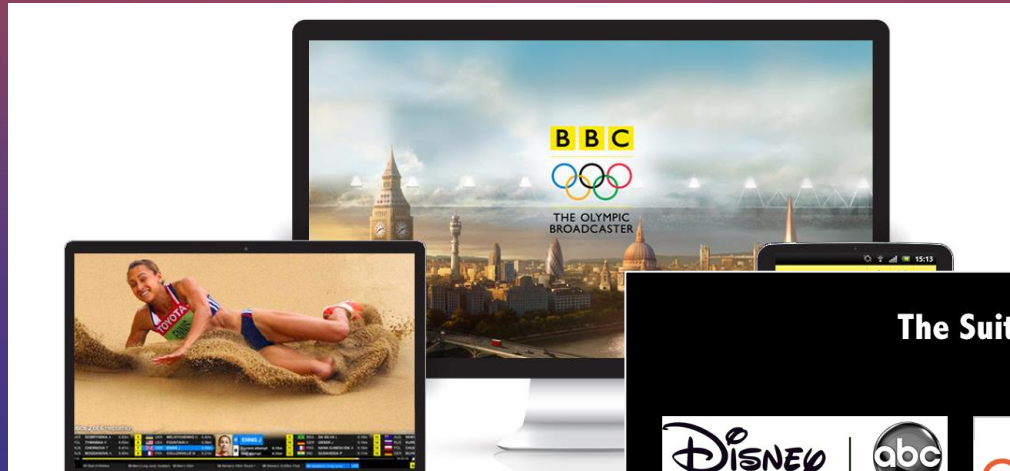
#SCSEast18

@matt_turner_nyc

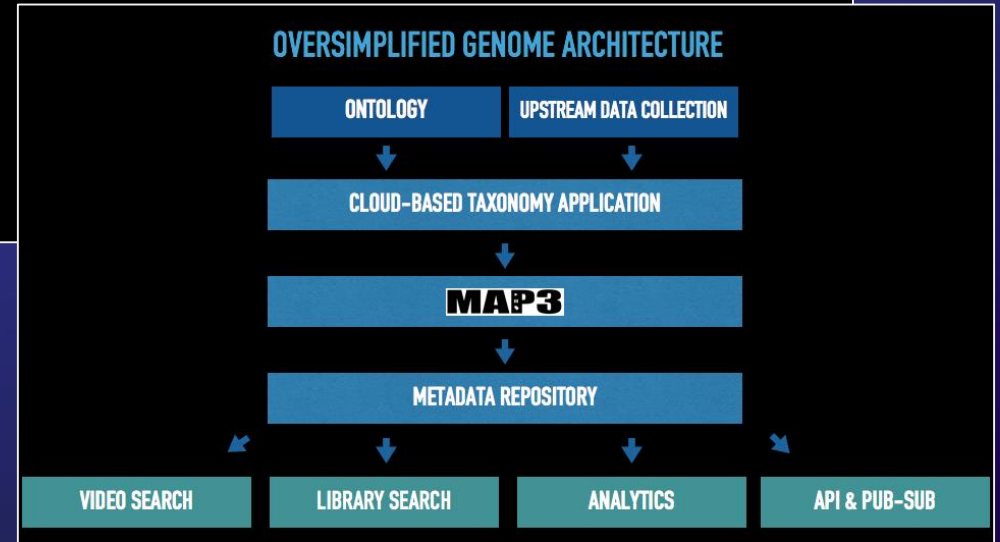
#MarkLogic

What is Smart Content?



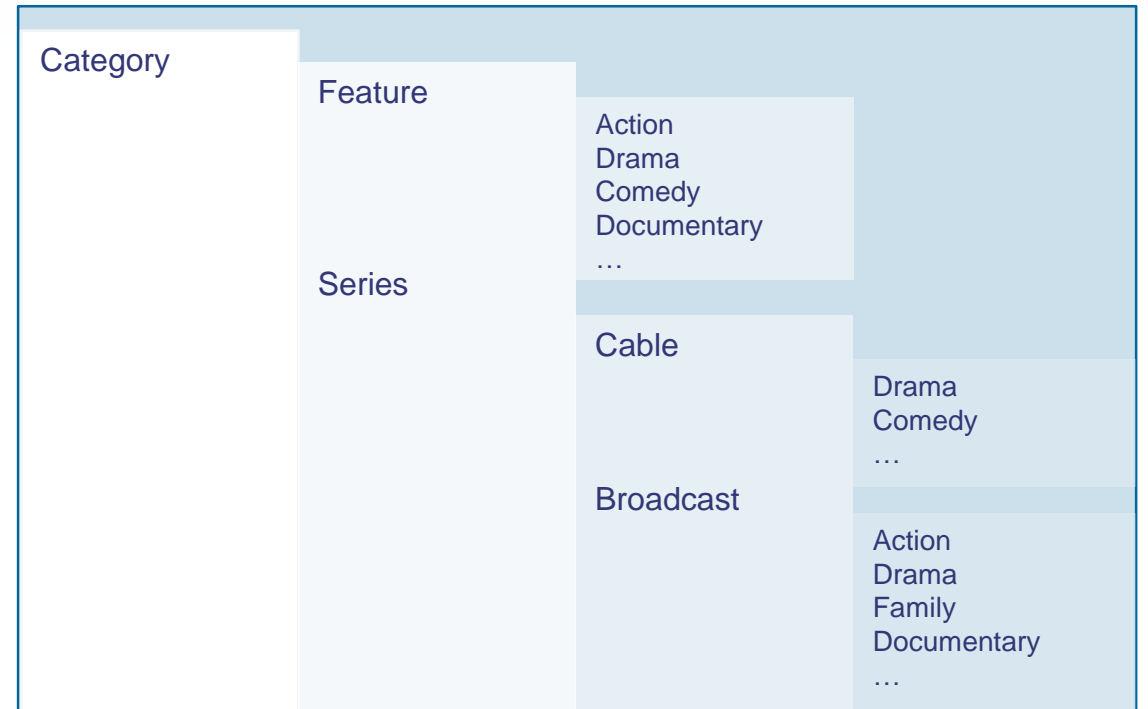


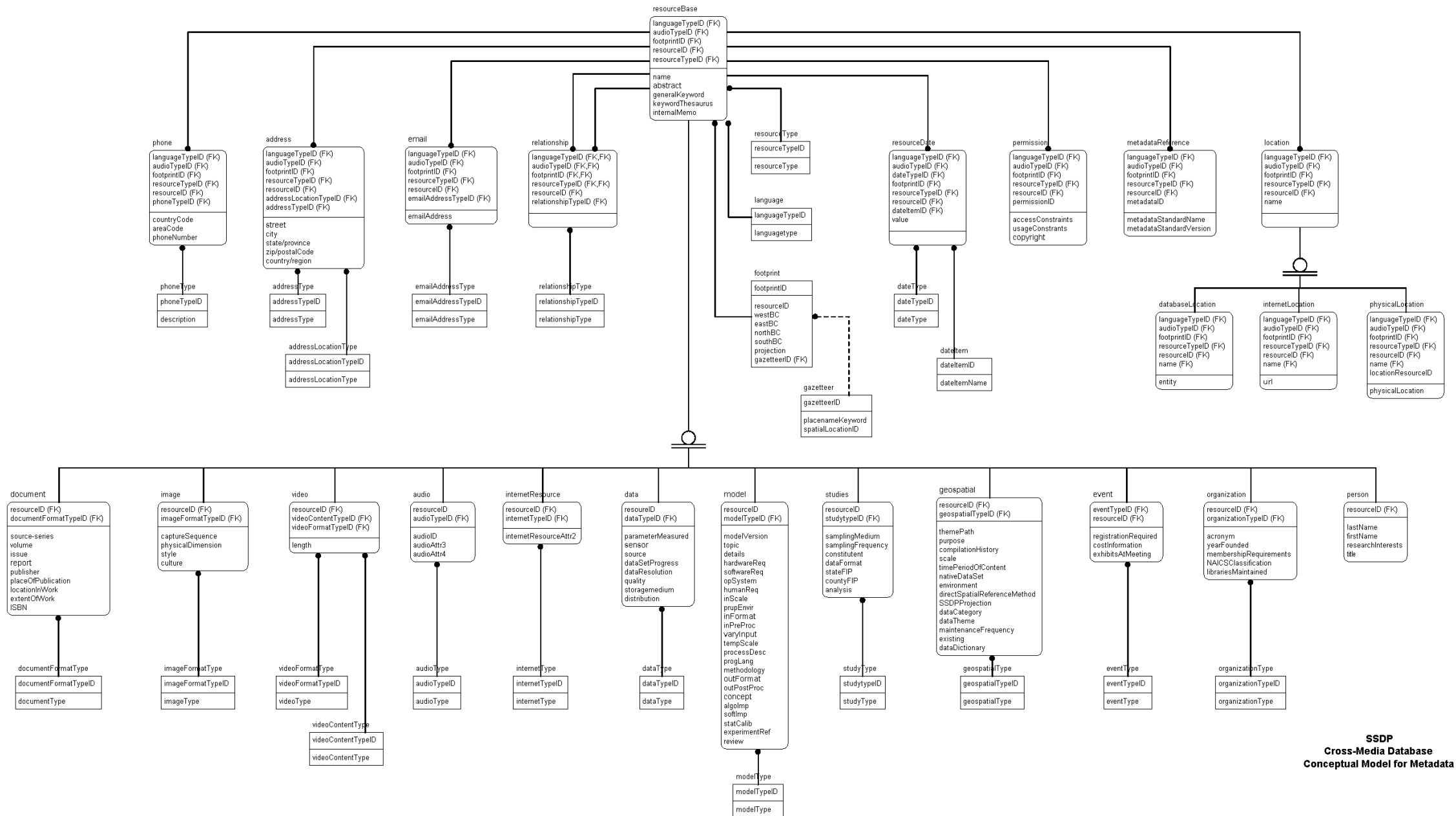
The Suitcase Movie Metadata



Traditional Database Approach

Title	ProductionDate	Category	AssetType	Length
Film1	3/1/14	Feature	HD Master	2:40
Show1	6/4/13	Series	HD720	0:40
Film2	6/4/05	Feature	Archive	1:55



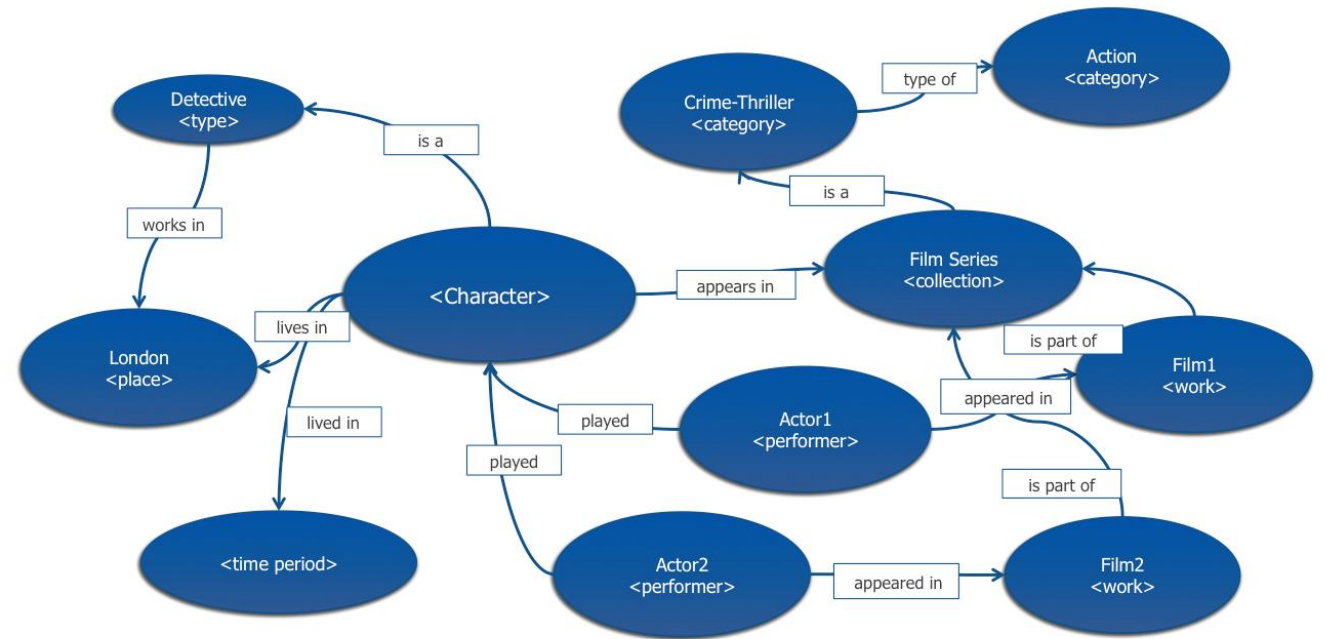
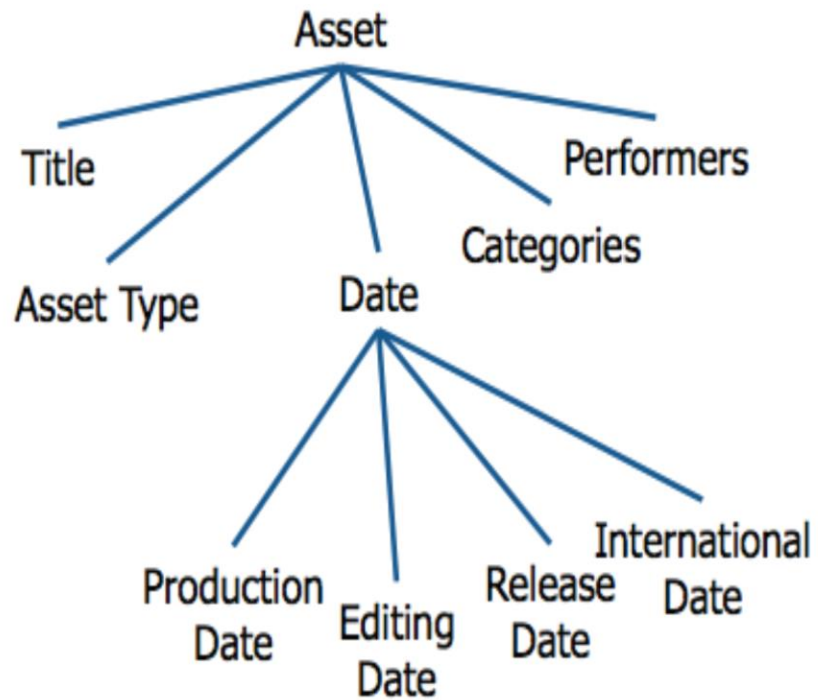


SSDP
Cross-Media Database
Conceptual Model for Metadata

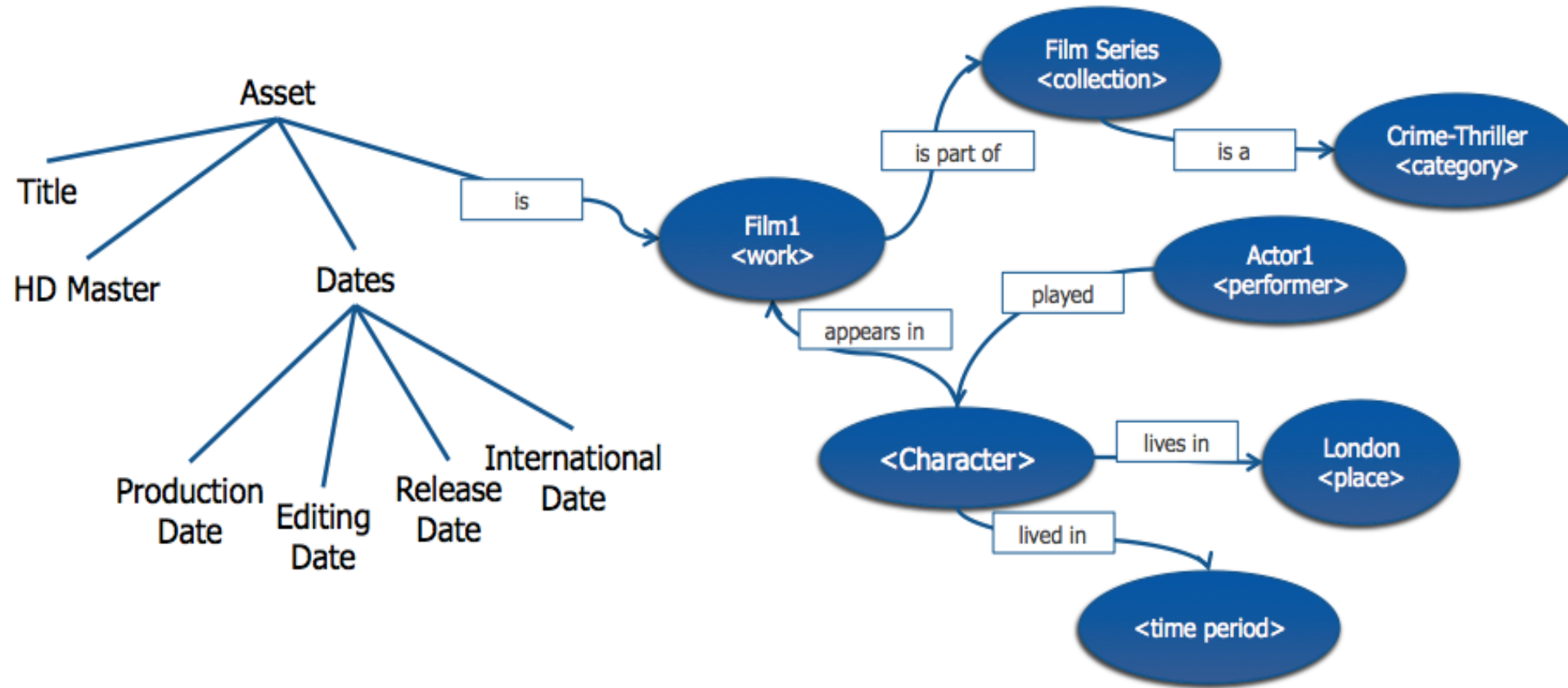
Traditional Data Approach: Data in Silos



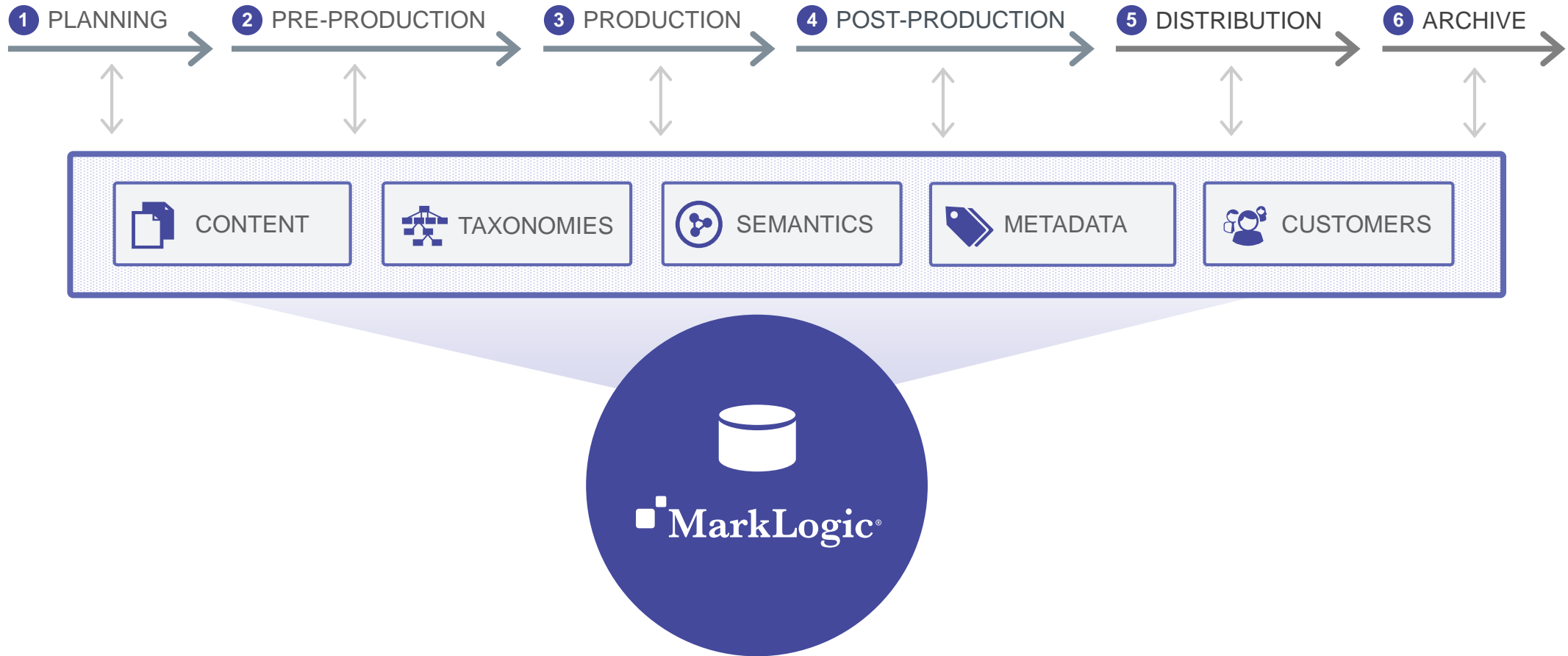
A New Approach



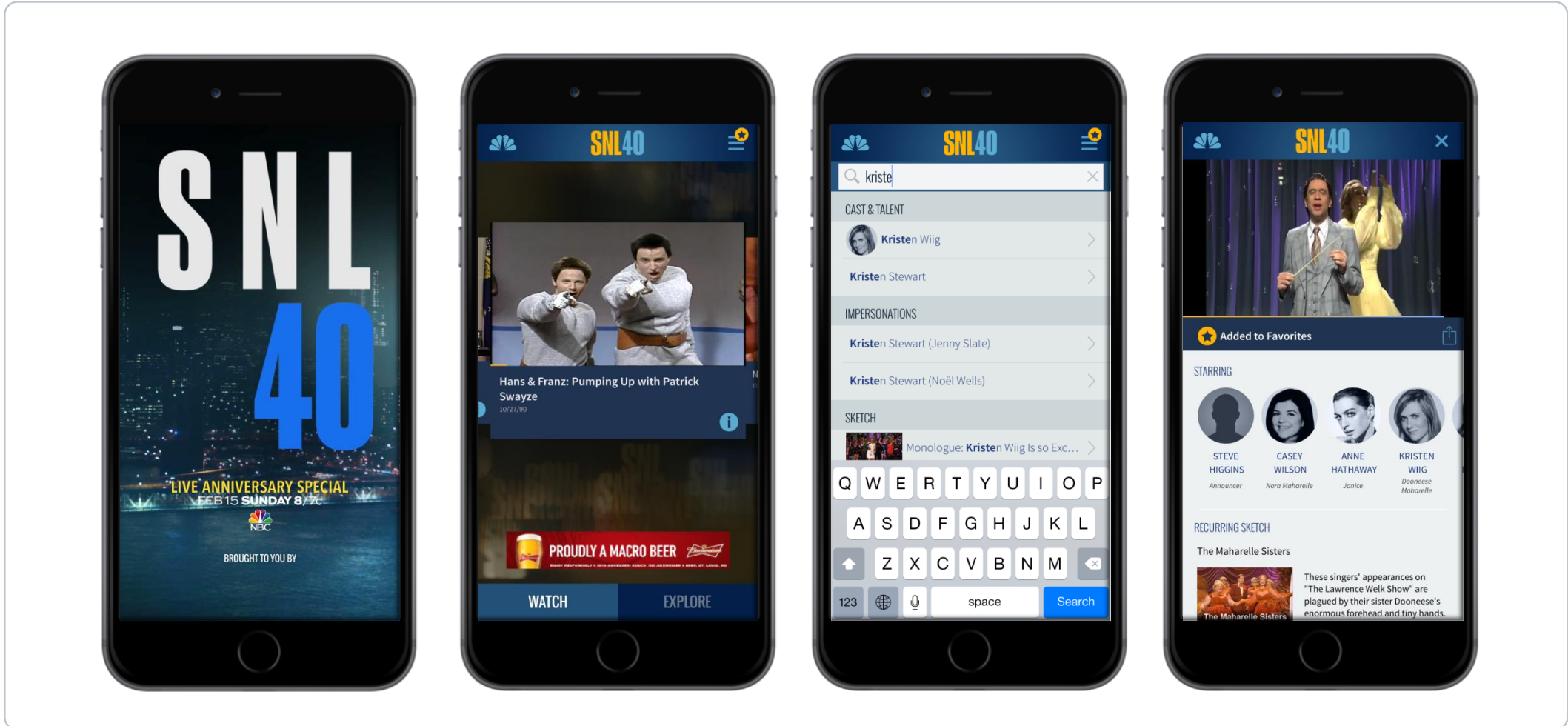
NoSQL and Semantics = Smart Content!



Operational Data Hub for Media

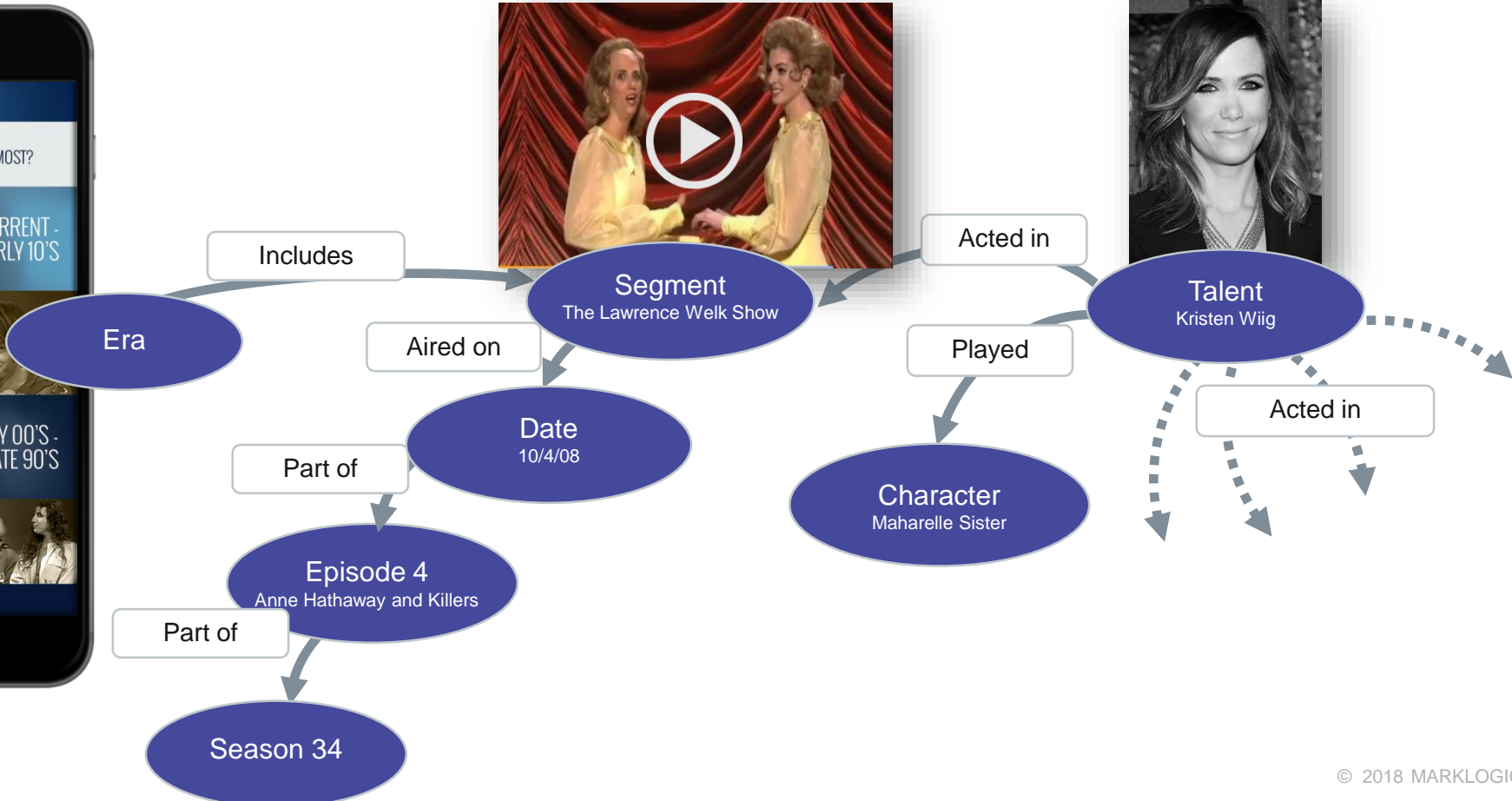
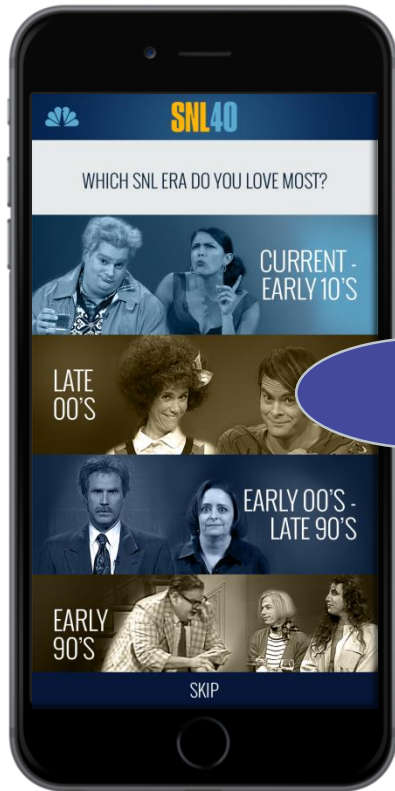


The SNL App

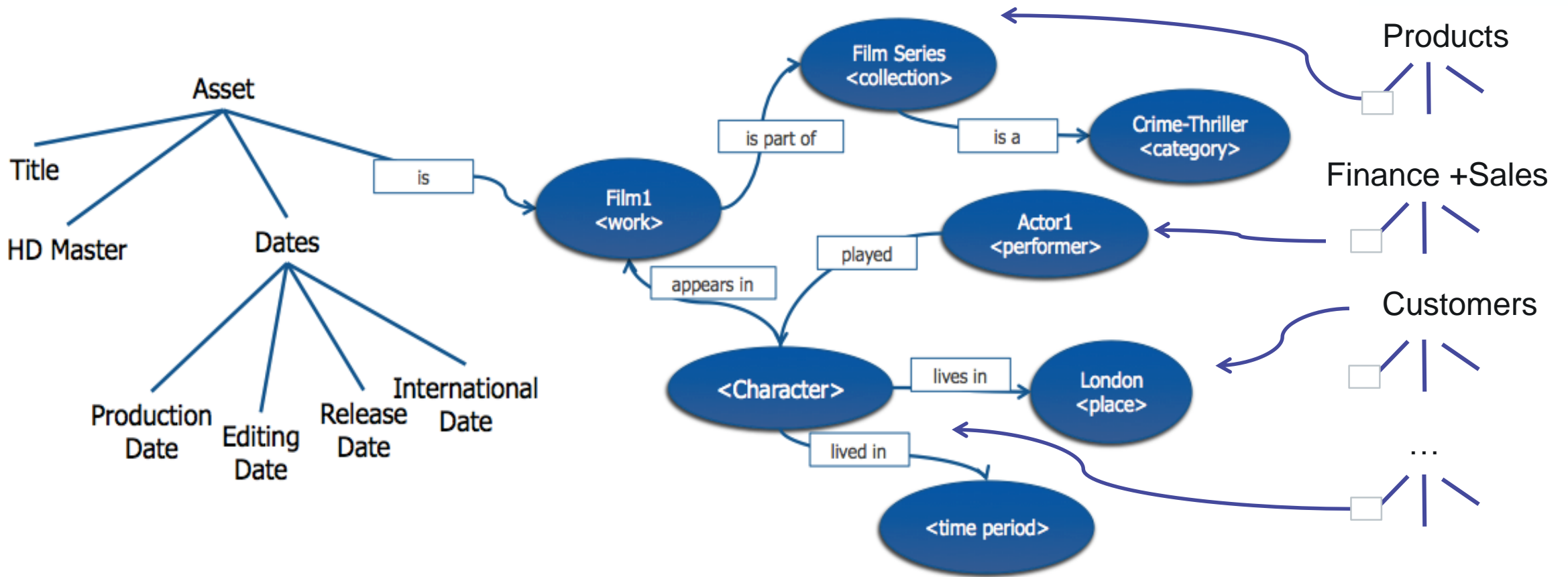


Semantics-driven search

Q kriste X

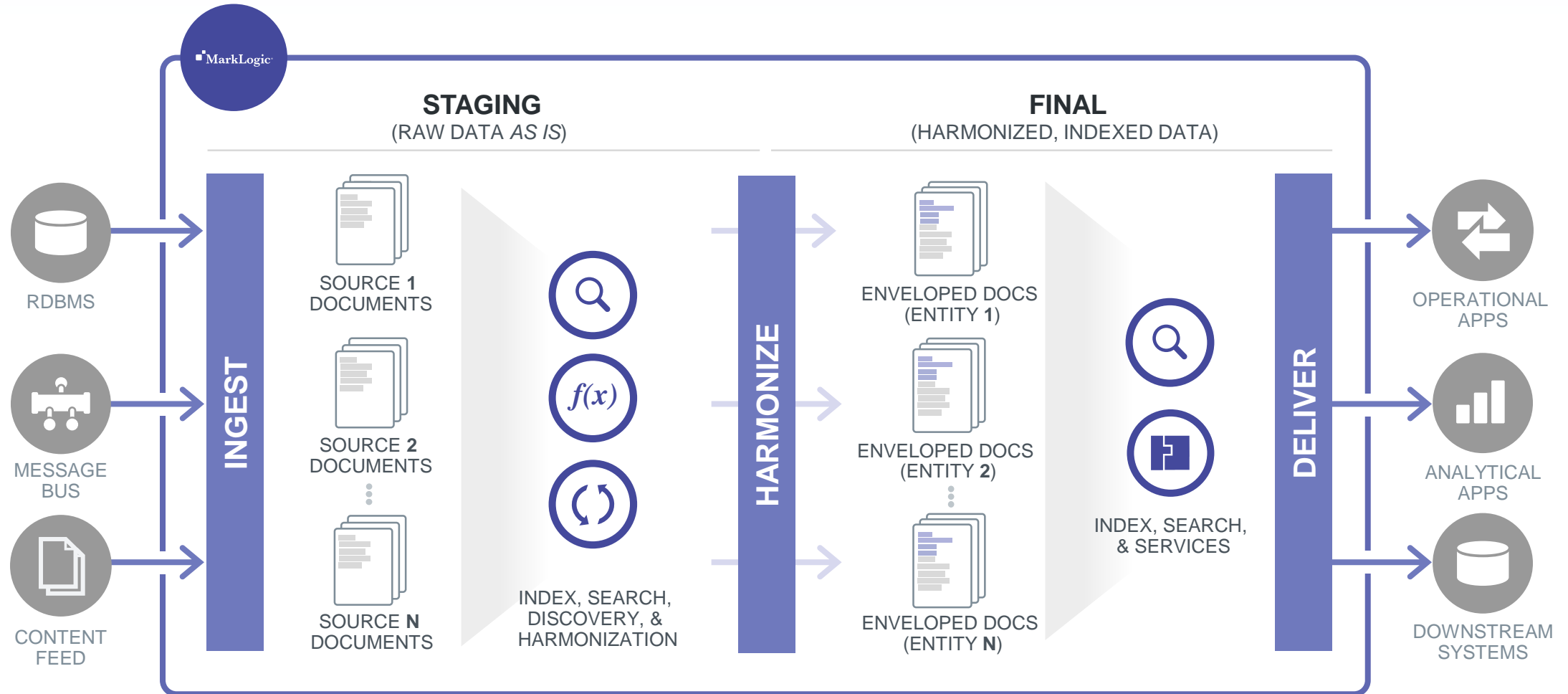


NoSQL and Semantics ... and More Data



SMART CONTENT

Operational Data Hub Pattern



rpm Avails S2F Customer Admin

31665 v1: 1585083 - ADS - Series Package (Posted)

RELEASE PACKAGE

PAYMENT TERMS

1585083 - ADS - TV Se...

BILL TYPE: License Fees

BILLING METHOD: Aggregate Deal Fee

AGGREGATE AMT: [REDACTED] USD

S.O. AMOUNT ASSIGNED: [REDACTED] USD

TBD: [REDACTED] USD

PRODUCTS: 904

SOI'S: 16095

8 payments: [REDACTED] USD

- [REDACTED] USD Due on 14-FEB-17
- [REDACTED] USD Due on 3 Months After Previous Installment Date
- [REDACTED] USD Due on 3 Months After Previous Installment Date
- [REDACTED] USD Due on 3 Months After Previous Installment Date
- [REDACTED]0 USD Due on 3 Months After Previous Installment Date
- [REDACTED] USD Due on 3 Months After Previous Installment Date
- [REDACTED] USD Due on 3 Months After Previous Installment Date

Group ↓	sum(Amount)	Product Id	Product MPM No
1585083 - ADS [REDACTED]...	[REDACTED] U...		
> Made-for-Digital Series (221)	[REDACTED] USD		
> TV Series (15874)	[REDACTED] U...		

Filter...

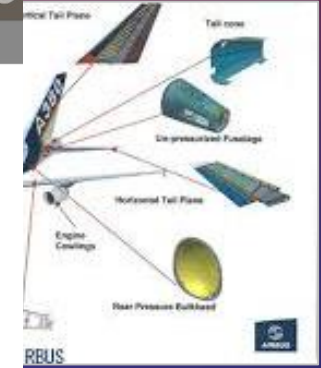
- Full Title
- Amount
- Product Title
- Product Id
- Product MPM No
- Release Package ID
- Release Package Version
- Release Package Name
- Payment Term Id
- Payment Term Version
- Payment Term Name
- Bill Type
- Billing Method
- Media
- Territory
- Language

Row Groups

- Payment Term Name
- Product Type

Values

- sum(Amount)

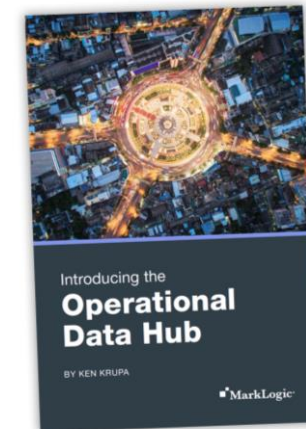


Operational Data Hub Pattern



Learn More

- **FREE! NYC Office Operational Data Hub Workshop**
 - info.marklogic.com/connecting-data-for-media-odh.html
- **ODH resources**
 - **Unlock the Pattern for Smart Content:**
www.marklogic.com/resources/pattern-unlock-smart-content/
 - **Introducing the Operational Data Hub:**
www.marklogic.com/resources/introducing-the-operational-data-hub/



Thank You!

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