Turbo Charge Your Digital Supply Chain to Scale

Sony New Media Solutions

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Agenda (Digital Supply Chain)

• Context
• Challenges & Opportunities
• Why Cloud
• Approach & Learnings
• Future Path
• Q & A – Sony NMS Virtual Booth
What does a digital supply chain actually do?

Inventory Management
- Asset Tracking
- Centralized Storage
- Technical & Content Metadata
- Core Media Supporting Material

Metadata Management
- Content Hierarchy
- Metadata Translation
- Metadata Validation & Generation
- Localized Metadata

Fulfillment Management
- Analysis Engine
  - Material Analysis
  - Source Preference
  - Target Specification
  - Metadata & SM Specification
  - Delivery Specification
  - Manufacture Planning
- Content Processing
  - Transcode
  - Image Processing
  - Assembly
  - QC
- Content Delivery
  - Cloud Delivery
  - Aspera
  - FTP/SFTP/SmartJog
  - Signiant

Orchestration
- Avail Management
- Client Profile Specifications
- State Management
- Price Estimation Invoicing
- Notification Reports

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Challenges & Opportunities

Evolving Landscape
- Bespoke Needs
- Exponential Growth
- Customized Experience

Operating Efficiency
- Increase Throughput
- Faster Turnaround
- Cost Control

Different Standards
- Non-Conformity
- Custom Adaptation
- Governance
Natural Progression To Cloud

Dynamic Scalling
- Easy Provisioning
- Many Levers
- Resilient

Solution Augmentation
- Known Territory
- Tighter Integration
- Standardization

Cost Optimization
- Economies Of Scale
- Empower End-user
- Innovation
Approach & Learning

Design & Architecture
- Lift & Shift
- Redesign/Refactor
- Cloud Native

Monitoring & Analytics
- Deep Insight
- Fail - Safe
- High Confidence

Teams (Personnel)
- Learning Curve
- Different Mindset
- Motivation
Future Digital Supply Chain Path

Event Driven Architecture
- Real-Time Processing
- Personalization
- Microservices

Data Analytics
- Cost Modelling
- Accurate Estimation
- Growth Strategy

Machine Learning
- Language Detection
- Conformity
- QC Automation
Q & A

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