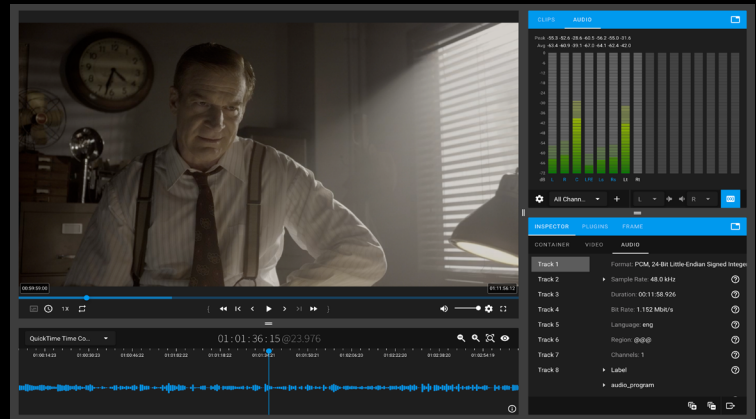# NexSpec Accelerates Cloud-Native Media Processing with Telestream

NEXSPEC

BACKGROUND

NexSpec offers a novel approach to post-production media processing by providing content owners direct access to essential SaaS software tools within the complex media distribution supply chain. The company helps facilitate crucial post-production functions for Media and Entertainment organizations. Their NexSpec Warehouse solution enables secure storage and management of mezzanine assets, seamlessly integrating with a suite of best-in-class software tools.

"Our prior experience gave us confidence in Telestream as a trusted partner and Vantage as a solution. Their seamless cloud deployment and API integration capabilities were crucial in enabling us to implement an effective system, empowering our staff and customers far more quickly than we could have otherwise."

Alex Otero
CTO, NexSpec

THE CHALLENGES

As NexSpec prepared to launch its cloud-native platform tailored for the nuanced needs of the Media and Entertainment industry's distribution supply chain, the company faced several key challenges:

- **Cloud-Native Imperative:** NexSpec required a solution architecture entirely free of on-premises hardware, enabling deployment fully within the cloud for both their own operations and their clients.
- **Time-to-Market and Development Costs:** Developing home-grown, proprietary tools for transcoding, workflow orchestration, quality control (QC), and distribution would involve significant time and expense, delaying market entry.
- **Need for Proven Technology:** To ensure reliability and performance, NexSpec sought to license established, best-in-class technology solutions rather than building from scratch.
- **Integration Requirement:** The chosen solutions needed robust APIs to allow for tight integration with the NexSpec Warehouse inventory management system.

THE SOLUTION

NexSpec evaluated several cloud-based solution providers before identifying Telestream as the partner capable of meeting all their requirements comprehensively. With its suite of cloud-based solutions, Telestream directly addressed NexSpec's requirements with Vantage, Qualify, and GLIM, forming a crucial part of the processing backbone integrated with NexSpec:

- **Telestream Vantage Cloud** provides powerful, scalable, and automated workflow management for complex media processing tasks. This includes file transcoding, media management, and packaging to ensure content meets diverse delivery specifications for various platforms required by NexSpec's clients. Built upon the Telestream Media Framework, Vantage Cloud has the largest matrix of decode and encode format support.
- **Telestream Qualify** delivers a comprehensive, automated QC process, ensuring NexSpec's client's media assets meet required quality and compliance standards before distribution.
- **Telestream GLIM** enables browser-based media playback, allowing NexSpec clients to visually inspect and audit source content directly from the cloud as part of the QC process.
- **Robust APIs:** Telestream's flexible APIs were crucial, enabling smooth and tight integration between Vantage, Qualify, GLIM, and the NexSpec platform. This allows end-users to interact primarily with the familiar Warehouse interface while leveraging the powerful Telestream tools behind the scenes.

telestream

THE RESULTS

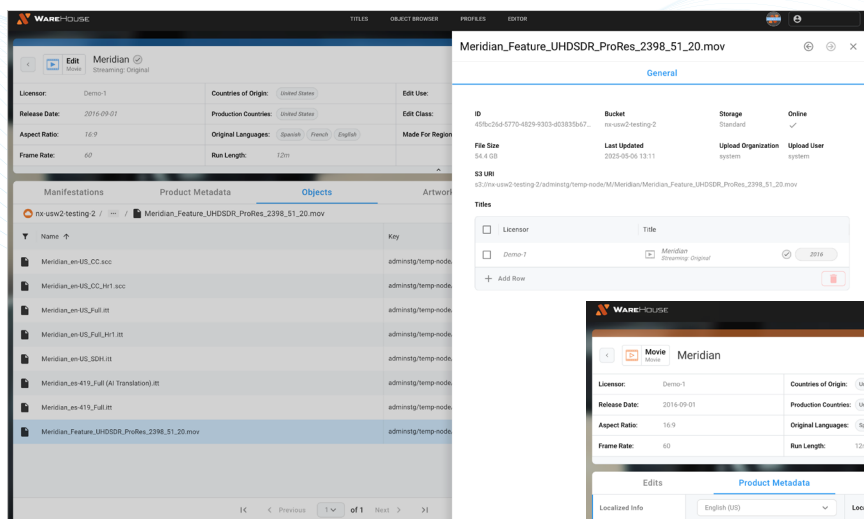NexSpec is able to achieve significant advantages by partnering with Telestream:

- **Accelerated Time-to-Market:** Vantage, Qualify, and GLIM provide a mature, feature-rich solution set capable of handling complex media workflows significantly faster than NexSpec developing its own, saving crucial time and resources.
- **Cloud-Native Architecture:** The Telestream solutions allowed NexSpec to realize its vision of a fully cloud-based platform, offering scalability and flexibility to their clients without hardware constraints.
- **Best-in-Class Functionality:** NexSpec is able to deliver to their clients proven, industry-leading tools for transcoding, workflow automation, and QC, ensuring a high-quality, reliable service offering.
- **Seamless Integration:** The robust APIs enabled NexSpec to create a cohesive user experience, where clients manage assets primarily via Warehouse while leveraging sophisticated Telestream processing capabilities.
- **Enhanced Efficiency & Scalability:** The integrated solution provides an efficient, scalable platform capable of managing complex media processing and analysis workflows demanded by the Media and Entertainment industry.

"The complex media supply chain demands innovative and reliable tools. Telestream understood our challenges and delivered a comprehensive cloud solution with Vantage, Qualify, and GLIM that met all our requirements – something other vendors couldn't match."
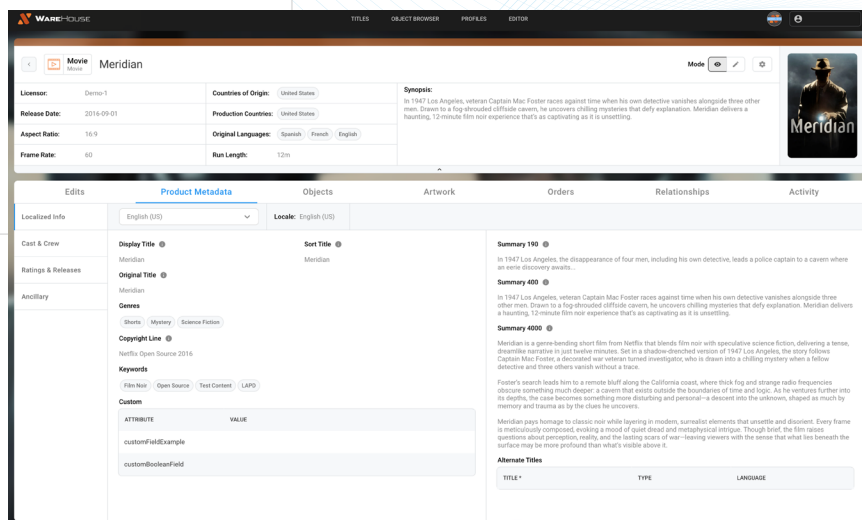
Alex Otero
CTO, NexSpec

THE FUTURE

The collaboration with Telestream, supported by their advanced cloud technologies and dedicated support throughout the integration process, is helping NexSpec deliver an innovative, cloud-native media processing solution. NexSpec is confident in the capabilities delivered by Telestream today and looks forward to future advancements as Telestream continues to migrate more of its proven solutions to the cloud.

Telestream operates behind the scenes in NexSpec's cloud-native platform via API integration to deliver automated media processing, playback, and QC.

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