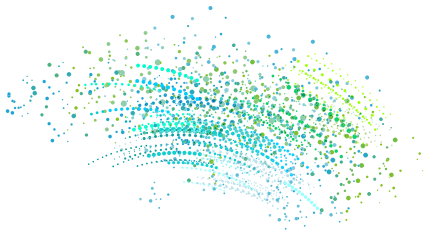


DSB CONSULTING & BEBOP TECHNOLOGY

DSB Consulting builds BeBop, the first truly cloud-based editorial workflow solution for the Media & Entertainment industry.



DSB Consulting used the Teradici Pervasive Computing Platform to develop BeBop, the M&E industry's first fully virtualized video editing service. The secure, cloud-based environment drives down video production costs and produces the same quality and fidelity as a local editorial workstation.

ABSTRACT

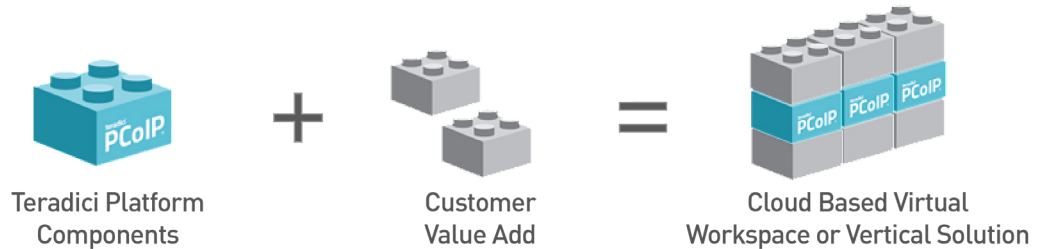
M&E is facing daunting challenges as the industry transitions to cloud services from traditional data centers.

The shift to the cloud is nowhere more problematic than in the editing suite – until now, there was no solution to provide content producers with a viable editing workflow which functions in a truly cloud-based environment.

DSB saw the opportunity for innovation and began the development of BeBop to virtualize the editing workstation and move it into the cloud, providing the same experience that editors were used to while enhancing security.

Teradici Pervasive Computing Platform provides the building blocks for BeBop, enabling digital editing in the cloud, ensuring virtually flawless performance from any access point, and creating a risk-free editing environment.

The Teradici Pervasive Computing Platform isn't just a technology platform – it's an innovation platform. DSB Consulting proves this point in the industry.




DSB Consulting has extensive experience in the M&E industry creating custom workflows and technology solutions for film studios, television networks, digital content producers and post-production. DSB recognizes the importance of the user experience in the creation of content, understands media workflows, and are experts at building software that clients can actually use.

The M&E industry faces enormous challenges as it transitions from traditional data centers to cloud services. This has a monumental impact on day-to-day operations and requires a completely different way of thinking. The shift is similar to the change the industry experienced moving from physical analog media to digital. That evolution completely altered how content is produced, delivered, and consumed. It opened the door for radical new business models and innovation. Now the same is happening with the cloud.

The shift to the cloud is nowhere more problematic than in the editing suite. While other areas in M&E have transitioned to the cloud, virtualizing the editing platform has not been possible. Until now, there was no solution to provide content producers with a viable editing workflow which functions in a truly cloud-based environment.

For other industries, geographic separation of functions is often a non-issue. But for a production company with a colorist in Norway, a film crew in New Zealand, and executives viewing dailies in Los Angeles, there have been few options beyond physical transportation of media or high-risk use of file sharing or cloud storage services. These “solutions” are both insecure and impractical, creating bottlenecks in production.

Typical cloud-based media management systems move content back and forth between editorial facilities and the cloud. The more the files move, the more the process becomes prone to error and piracy. DSB recognized an opportunity to create a groundbreaking new technology solution.



“Our idea was to virtualize the editing workstation and move it into the cloud. Instead of taking content and moving it to the tools, we created a way to take the tools and move them to the content.”

DAVID BENSON
FOUNDER, DSB CONSULTING &
CO-FOUNDER, BEBOP TECHNOLOGY

Aware of the Teradici PCoIP technology that is well established within the M&E industry, DSB began the development of a cloud-based editing service called BeBop. BeBop would provide the same user experience as locally running applications, while enhancing security of the content.

The market opportunity for the product is so significant that Benson and veteran entertainment industry executive, Bruce Long, launched BeBop Technology as a stand-alone company.

“The intent was to build a platform that would allow production companies to globally disperse workflows cost-effectively and realistically,” says Bruce Long, BeBop Technology co-founder. “They can engage the best talent in the world, regardless of location, and take better advantage of regional tax credits to considerably drive down production costs.”

Editors spend years honing their skills with Adobe Premier Pro, Avid Media Composer and other applications. Web-based versions of these tools don't meet the user experience editors require. “BeBop gives us the ability to forklift tools ‘as is’ into a secure cloud environment,” says Benson, “Editors can now use the tools that they are familiar with in the exact same way they've been using them throughout their careers, but in a more secure way.”

“The Teradici Pervasive Computing Platform and PCoIP technology provides us with a critical foundational piece that has been battle-tested in the market for over a decade, and gives us the ability to be extremely confident going forward.”



The BeBop solution, which runs on SoftLayer infrastructure from IBM and on Amazon Web Services, is currently in private beta with several notable film, television and digital content creators.

Teradici's Pervasive Computing Platform was foundational to the BeBop solution.

The Teradici Pervasive Computing Platform is built on PCoIP technology. It provides intelligent APIs, SDKs, and other components required to build and deploy secure virtual workspace solutions. It also delivers all the advantages of PCoIP technology: security, uncompromised user experience, and support for high-performance zero clients and software clients to support a broad range of end-points.

For DSB, the Pervasive Computing Platform provided the building blocks, enabling editing and digital content creation in the cloud, ensuring virtually flawless performance from any access point, and creating a risk-free editing environment.

“The Teradici Pervasive Computing Platform and PColP technology provides us with a critical foundational piece that has been battle-tested in the market for over a decade, and gives us the ability to be extremely confident going forward. Could we have done it without the Platform? Absolutely not. Without Teradici we wouldn't have attempted it.”

DAVID BENSON
FOUNDER, DSB CONSULTING &
CO-FOUNDER, BEBOP TECHNOLOGY



How big is the opportunity for BeBop? Long says, “Our primary focus is deepening our reach into film, television and digital content producers, as well as post-production and visual effects companies. That alone is a huge market and one that’s evolving at a breakneck pace. This also opens opportunities for news, sports and live events, video games, advertising – any company with digital assets is in our wheelhouse. And down the road we have strong potential to adapt the BeBop solution for any number of data and workflow based industries - healthcare, education, construction, aerospace, etc.”

When asked to define the innovation, Benson says, “The innovation is the combination of Teradici’s technology and experience with the decades of industry experience at DSB, and the ability to put them together in a cohesive way that can be used in existing M&E workflows. BeBop will fundamentally change the way that M&E works.”

Innovation is obviously alive and well at DSB Consulting and BeBop Technology.

What will you build?



Based in Los Angeles, California, DSB Consulting is a private technology and consulting firm delivering cloud-based production, postproduction and content preparation platforms for media and entertainment companies. With solutions ranging from file transfer platforms to comprehensive media lifecycle management systems, the company delivers cutting-edge solutions that enhance business operations without disrupting the creative process.

dsbconsulting.net



BeBop Technology was founded in 2015 by veteran entertainment industry executive Bruce Long and cloud technology expert David Benson. The company offers innovative digital solutions for the media and entertainment industry, including Hollywood's first and only cloud-based editorial workflow platform.

beboptechnology.com

Teradici Pervasive Computing Platform

Teradici Pervasive Computing Platform is an open and extensible platform for Solution Providers to build and deploy secure and seamless cloud-based workspaces and applications. Teradici Pervasive Computing Platform enables a quick time-to-market with easy to integrate components and a simple licensing model. Solution providers can build differentiated offerings with maximum flexibility in terms of choice of hosting clouds, brokers, and hypervisors. Teradici Pervasive Computing Platform is built upon PCoIP, the critical ingredient for delivering the world's most secure and high-quality cloud experiences. Teradici Pervasive Computing Platform supports a broad range of end-point devices to meet a wide variety of end-user needs, from ultra-secure and easy to manage PCoIP Zero Clients to flexible PCoIP software clients and mobile clients.

teradici.com/platform

