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CASE STUDY *(FileCatalyst)*

Ready, Set, Sync! - TVtibi

Profile

Ready, Set, Sync! is the company behind TVtibi, a "TV… Everywhere!" platform that helps content owners reach new customers and launch new channels at an affordable cost. TVtibi is a global, a-la-carte video service offering individually purchased channels, episodes, and movies, both live and on-demand, via their downloadable app. This approach gives users the ability to pay for the TV they want to watch and eliminates the need to purchase channel bundles. Users are then able to access content on their televisions, computers, phones, and tablets.

> *"Our clients keep telling us how easy it was to install and that they are extremely impressed with how easy FileCatalyst is to use."*
>
> **~ Matthew Beck,**
> *CEO of Ready, Set, Sync!*

Challenges

The programming on TVtibi is made up of content from a variety of global providers. These content providers need to send their content digitally, and they need the ability to send it to the cloud quickly, securely, and reliably. Providers also need the ability to download content from the cloud at accelerated speeds. Today's video files are large, and will continue to grow as high-resolution video becomes more commonly used.

Traditionally, sending a file this size could take hours. Depending on the geographic location, waiting hours is unacceptable for TVtibi, as they receive numerous files daily. To meet the needs of their clients, TVtibi also needed to ensure that the solution was user-friendly, secure and simple to implement. Finally, the solution had to be cost-effective.

AT-A-GLANCE

Company
Ready, Set, Sync! TVtibi

Industry
Media & Broadcast

CHALLENGES

- Transferred media files are commonly large (100+ GB), and FTP is unable to efficiently transfer files of this size

PRODUCTS

- FileCatalyst Direct
- FileCatalyst HotFolder

RESULTS

- Increased upload and download speeds
- Automated upload and download tasks via FileCatalyst HotFolder
- Transfers that took hours now finish in minutes

Solution

TVtibi chose FileCatalyst Direct, a suite of client and server applications that enable point to point accelerated file transfers at speeds of up to 10 Gbps, to meet their needs. FileCatalyst HotFolder, a desktop application installed on the end-user's machine that allows for the creation of automatic scheduled download and upload tasks, was also deployed.

Results

FileCatalyst's technology has given TVtibi clients an easy, cost-effective way to move digital content at accelerated speeds. FileCatalyst Direct allowed TVtibi to accelerate their transfers by maximizing their existing infrastructure to realize speeds hundreds of times faster than FTP. FileCatalyst HotFolder provided TVtibi with the ability to schedule regularly occurring uploads, also at blazing speeds.

Files that traditionally took hours or days to transfer can now be sent in a matter of minutes.

With FileCatalyst HotFolder, content providers can set up automatically recurring uploads of their video content straight from their computers to the cloud. TVtibi is then able to schedule downloads of the newly added content.

"We are very happy with the FileCatalyst solution, said Matthew Beck, CEO of Ready, Set, Sync!, "Our clients keep telling us how easy it was to install and that they are extremely impressed with how easy FileCatalyst is to use."

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