Vizrt Offers Customers Flexibility With Cloud Solution

From real-time 3D graphics to visualized sports analysis, Vizrt has been helping broadcasters tell more stories, better told with their software tools. Traditionally broadcasters have preferred on-premise software to manage their media assets due to security and accessibility concerns.

However, as they evolve their business and move to the cloud, Vizrt wants to enable the cloud-based solutions that can help them unlock new ways of working.

The leading provider of storytelling tools has partnered with AIS Business to develop a platform that will allow its customers to start with an on-premise system and then shift those services to the cloud if and when they are ready.

New ways of working

The architecture on the AIS Enterprise Cloud makes it easy for customers to spin up and spin down systems very quickly, greatly reducing their time to deployment. For example, broadcasters could use the cloud environment if they need additional capacity to handle a temporary event.

They can also set up a temporary disaster recovery studio in the cloud in a few days, instead of building out a physical studio, which can take two to three months for shipping of the hardware and cabling of the space.

An easy transition

As Vizrt has been running its software on the VMware platform for many years, it was quite straightforward for the company to move to the AIS Enterprise Cloud, which supports VMware solutions natively.

"When you're developing new solutions, it's important to have a trusted partner to work with," said Straker Coniglio, president, Vizrt APAC. "VMware and AIS are obvious partners for us because they're leaders in their industries. As the leader in our industry, we want to work with fellow leaders to provide that high level of support and trust to customers."

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PRESIDENT, VIZRT APAC

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