

BigMemory for Media & Entertainment

The in-memory solution for real-time big data

BigMemory stores hundreds of terabytes of data in-memory for ultra-fast access to consumer, channel and content data. It snaps into applications easily to deliver unmatched performance at any scale.

Show-Stopping Performance

Captivate consumers with better, faster media experiences.

Benefits

- Grow revenue and loyalty with rich entertainment experiences
- Deliver digital content to any device, at any scale, at ultra-fast speed
- Keep pace with the rapid rise in online and mobile media consumption
- Turn real-time insights into increased content and advertising relevance
- Scale for a worldwide audience, easily and cost effectively
- Reduce operating and technology costs

"We have seen fantastic performance stability as we scale."

— Phil Sant | Chief Engineer, Omnifone

Why BigMemory

The digital media era—with its empowered consumers and multitude of devices—requires the ability to access, process and analyze massive amounts of data at lightning speed. That's why so many media giants rely on BigMemory to power their services, sites and apps. With real-time big data access, they gain unprecedented insights into their audience and can deliver engaging entertainment experiences that win fans and boost bottom-line performance.

BigMemory's Impact

Streaming movies to millions

Thanks to BigMemory, a coalition of the world's top media companies streams movies to more than 6.5 million subscribers in North America, with global expansion now underway.

Powering a global music platform

The world's leading provider of cloud music services calls BigMemory "key to enabling us to scale to millions of customers." The B2B platform supports partners on any device in any country.

Watching TV on a tablet

The fifth largest U.S. cable operator turned to BigMemory to ensure a seamless viewing experience for thousands of users of its TV-streaming iPad® app.

Winning in the gaming world

A gaming technology company relies on BigMemory to maximize the performance of a cloud-based avatar system used in Twitter®, Facebook, Android® and iOS® games.

DOWNLOAD TRIAL

terraccotta.org/media

Why in-memory?

- Speed data access by 100x or more
- Boost throughput by 10x or more
- Turn big data into big fast data
- Gain instant business insights
- Take action in real-time
- Slash costs with cheap RAM

Why BigMemory?

- Low latency at terabyte scale
- Easy, cost-efficient scaling
- Ultra-high availability
- Data consistency guarantees
- Persistence and fast restart
- Easy snap-in integration

Top media companies count on Terracotta to:

- Stream movies, music and TV shows
- Power immersive gaming experiences
- Run high-speed news sites
- Scale mobile delivery channels
- Support millions of concurrent users
- Build a cost-effective, global platform

Your Data in Real-Time

- User account data
- User activity data
- Digital content (music, movies, videos, TV shows, news, etc.)
- Content metadata (artist names, track names, etc.)
- Editorial data (artist bios, descriptions, etc.)
- Images and graphics
- User reviews
- Recommendation rules
- Advertisements
- Session data
- Clickstream data
- Social media data
- Demographic data
- Third-party data
- Player logs
- Game data
- Geolocation data
- Mobile data
- Network data

Our Proven Track Record with BigMemory

30x

Faster Online
News Site

10x

More
Traffic

8x

Fewer Servers

6x

Higher Throughput



Find out how to power up your Digital Enterprise at www.SoftwareAG.com

Why BigMemory is a Big Deal

Game-Changing Innovation for Media & Entertainment

Instant access to massive amounts of data is your ticket to compelling entertainment, media and gaming experiences.



Streaming Entertainment

Ensure a seamless streaming experience for millions of TV, movie and music lovers. Achieve exceptional performance at massive scale with instant access to media files, content metadata, subscriber information, network metrics and more. BigMemory helps the world's most popular streaming media services deliver anytime, anywhere entertainment on devices of all types.



Digital News Media

Increase your reach and relevance by boosting the performance of Web and mobile news apps. Maintain superior response times when big stories break, and scale seamlessly as more news is consumed online or via mobile devices. BigMemory allows media companies to create an attention-grabbing consumer experience while reducing the cost of content management.



Online Gaming

Build gamer loyalty with realistic, hyper-fast play. Instantly access and process terabytes of game data—game rules, player actions, landscape maps and frames—to turbocharge Massively Multiplayer Online (MMO) and mobile games. BigMemory powers immersive gameplay for millions of concurrent users, helping leaders like Electronic Arts™ and PartyGaming® win in the market.



Personalization

Deliver targeted content and promotions in real-time. Personalize a player's gaming experience, increase revenue with contextual and location-based ads or help users discover new movies and artists with on-target recommendations. With BigMemory, media and entertainment companies can engage consumers and increase sales in ways never before possible.



Real-Time Intelligence

Power real-time big data analytics to unlock the insights hidden in every click, tweet, post, feed, and screen touch. BigMemory integrates easily with Hadoop®, creating countless opportunities for media companies to profit from today's vast and various data sources.

For example:

- Online news sites can identify trending topics to improve editorial relevance
- Game-makers can mine player activity data to develop more engaging games
- Music companies can back new bands based on consumers' listening preferences
- Movie studios can boost box office sales with smarter ad targeting
- Networks can make programming decisions based on audience sentiment analysis

ABOUT SOFTWARE AG

Software AG helps organizations achieve their business objectives faster. The company's big data, integration and business process technologies enable customers to drive operational efficiency, modernize their systems and optimize processes for smarter decisions and better service. Building on over 40 years of customer-centric innovation, the company is ranked as a "leader" in 15 market categories, fueled by core product families Adabas-Natural, Alfabet, Apama, ARIS, Terracotta and webMethods. Learn more at www.SoftwareAG.com.

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