

success story



hp's rich media solutions
for entertainment and
media companies pays
dividends for
TWI interactive's
Global Hosting Platform

"We wanted one vendor that had the capability to provide all of the technologies without sacrificing quality. HP was the vendor that we felt most comfortable with to provide us with all of the technology that we needed either directly or through its relationships with other companies."

John Watson, Vice President of Business

Development for TWI



TWI Interactive, Inc. (TWIi) has become a worldwide leader in managing and producing interactive media content and integrated solutions for premier sport and entertainment properties. TWIi has developed innovative toolsets and enterprise software to enable the dynamic management and creation of live, tele-visually rich, digital sports content and seamless, rights-aware delivery to the growing expanse of digital delivery channels.

Todd McCormack, CEO, explained, "We continually look at how can we extend the profile of our events. We're always trying to develop technology solutions that help our clients realize both their economic objectives and their brand-building goals. When the Internet starting taking off, we looked at how we could best use it for our business, while understanding how it was going to impact our TV agreements and sponsorships, etc."

TWIi challenge

He continued, "With ticketing and streaming video in mind, the questions we had to ask were, what is the technical platform? Where is the content supported and how is it managed? – it was key that we resolved these questions for our clients."

To meet the unique and increasingly complex requirements of its sports and event clients, TWIi decided to create its own-hosted infrastructure – located at its premises. The goal was to enable its clients to have a resilient solution for their events at a much more affordable cost and no longer attempt to secure enabling technologies from a technology sponsor and experience any performance problems plus the arduous task of the technology build-up and tear-down.

Nathan Kerry, Vice President of Technology Partnerships for TWIi, commented, "One thing about events is that they really test and stretch a system's infrastructure for short periods of time. The systems have to be available no matter how much content is being manipulated. There's no value in selling video rights if the servers go down in the middle of the event and critical content is missed!"

hp strategy for entertainment/ media companies

HP's value proposition is to provide solutions that lead within the digital value chain, stretching from content creation to consumption, and result in entertainment and media companies realizing increased revenues and market share, improved operational effectiveness and having the capability to deliver new revenue streams, via mobility, broadband and next-generation network services.

HP delivers robust, leading-edge infrastructures, which capture the convergence of IT and network technologies. Plus, it can provide service lifecycle management incorporating operational processes and end-user services together with smart appliances facilitating consumer access to services.

why TWIi selected hp

McCormack explained, "As we investigated infrastructure partners, we liked the quality and diversity of products from HP, permitting us to have a comprehensive IT solution from one vendor. Plus, we liked the possibility of the marketing relationship that it offered as part of its network service provider solution."

Kerry added, "From our clients' perspective, HP was attractive because they get a 'known entity' in terms of a highly available, top quality infrastructure together with pricing that makes sense for their businesses."

John Watson, Vice President of Business Development for TWIi, noted "We were looking at how to build an infrastructure for our clients that has a very low threshold for outages and downtime in a cost-effective manner. Based on prior experience and looking at our criteria, it became very obvious that we wanted to deal with the minimum number of different vendors in our infrastructure as possible. This would restrict the issues with vendor management and would also keep training costs down. We wanted one vendor that had the capability to provide all of the technologies without sacrificing quality. HP was the vendor that we felt most comfortable with to provide us with all of the technology that we needed either directly or through its relationships with other companies."

hp's Broadband solutions:

Digital Content Management – solutions that target the acquisition, hosting and management of content for a convergent environment (TV, Internet, Data) representing the enabler for the creation of content services.

Broadband ISM – enables the linkages (provisioning, management, usage & billing) between the network world and the services world. It automates the deployment processes for the networks and access.

Broadband Infrastructure – represents the "network" related component, which enables the effective transport of rich media content over broadband networks and access technologies.

hp solution

HP Services' Consulting helped TWIi develop a robust, repeatable infrastructure that met its requirements, including the implementation of optimal software, middleware and support services.

Watson noted, "We utilized HP Services' Consulting to creatively design the systems management infrastructure to encompass content acquisition through content management. It created an integrated, efficient, always-on Internet infrastructure allowing our operators to effectively manage our environment – no matter where in the world they're located – with ease."

For content capture through content management and delivery, HP has broadband solutions: Digital Content Management (DCM); Broadband Infrastructure Content Delivery and Distribution Networks; Broadband Integrated Service Management (ISM); and Broadband Access Devices – which includes embedded intelligent software to enable rich media content access.

While the capture and management of content was critical, maintaining client archive storage together with the accessibility of material online was a major cost concern for TWli. However, the HP storage environment that was selected to house all of the TWli content efficiently met all of the requirements.

TWli caches all of the content for its clients' sites, allowing it to direct users to the caching facility that performs best for them. Watson explained, "Being able to redirect traffic to dedicated caching devices greatly improves the performance of our central data center."

results

"HP is constantly working hard to properly coordinate all of its resources to meet our comprehensive infrastructure needs," observed McCormack. "It brings a lot of process and discipline to the table too."

Kerry added, "It's been a very collaborative process. HP has stood by us and helped us implement the right infrastructure for our business and clients' needs. HP Services' Consulting has worked with us closely and really got to understand our business, including the unique aspects, and has used this knowledge to design and implement a top-notch environment. Plus, the HP name brings a degree of credibility when we are selling our hosting services – it definitely enhances our value proposition."

Watson concurred, "The HP infrastructure allows us to offer syndicated feeds to our clients without incurring massive new capital expenditures.

"An example: we won a contract at short notice to provide digital TV/video syndication for the Salt Lake City Winter Olympics. Undertaking an opportunity like that was not something we could have done very quickly if we had not had our current infrastructure in place. It's a huge asset to our business."

other noteworthy examples:

- for the 2002 British Open Championship, TWli Hosting provided flawless performance with zero downtime, in powering the colossal traffic that far outdistanced all records for golf: 4 days, 220 million page views, 1.2 million unique visitors, average bandwidth of 360 Mbps with a peak of 510 Mbps.
- TWli's Hosting Network Infrastructure handled continuous live feeds for scoring, radio and web cams, plus a wealth of regularly updated images and video content. And as in previous events, scores of visitors from all over the world accessed the site simultaneously for long periods of time (average over 40 minutes) – especially the live scoring desktop applet.
- TWli's highly trafficked Match Tracker™ – multi-dimensional live and rich media micro site application – with real time match scoring, text and audio commentary, plus player rosters and statistics and the latest multi-media highlights – is featured on the Official sites of the Manchester United Football Club and the U.S Soccer Federation.

The TWli hosted infrastructure solution also permits events to "rent" its very robust facility at reasonable rates, without the headache of setup and tear-down. McCormack noted, "They can access our \$3M top-notch infrastructure for a matter of a few days – we can deliver whatever is needed for the event's success."

McCormack concluded, "We are in effect the business managers who are implementing and executing the marketing plans for our clients. Together with HP, we've created this hosting infrastructure based upon our clients' needs, so it's tailored to meet those requirements."

For more information on how working with Hewlett-Packard can benefit you, contact your local HP service representative, or visit us through the Internet at our World Wide Web address: <http://www.hp.com>

customer at a glance:



company: TWIinteractive
(an IMG Company)

headquarters: Brighton, MA

founded: 1997

employees: 180

tel: 617-783-9032

temp. url: <http://www.imgworld.com/>
(pending launch of new site in development)

primary business: TWli is the pre-eminent global sports and entertainment business-to-business digital media and technology company.



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