



Pharos
Reading, England
www.pharos.tv

Industry:

Media & Entertainment

Employees:

60

Oracle Products & Services:

Oracle Database
Oracle Real Application Clusters

“We are the only provider to offer integrated media management, playout, and control with the power of Oracle behind us.” – Russell Grute, Director of Marketing, Pharos Communications

Pharos Boosts Output and Efficiency of Real-time Media Management Solutions with Embedded Database

Pharos delivers better workflow and media management to broadcasters and service providers in television, radio, IPTV, and telecommunications. Pharos solutions offer a next-generation platform to manage multi-format content and enable rapid expansion in presentation, playout, and publishing. More than 20 broadcasters and transmission service providers rely on Pharos’ market-leading solutions 24/7 to manage hundreds of channels and millions of individual media assets.

Challenges

- Build reliability, stability, and scalability into Mediator, Pharos’s high-performance media management and desktop workflow solution, and Pilot, its flexible, Web-based control system for studios and network operations areas
- Ensure unrivalled solution performance as a precursor to committing to formal service level agreements (SLAs)

Solution

- Decided to migrate from an open-source, embedded database to commercial software to benefit from vendor support and a cohesive, coordinated development strategy
- Evaluated Microsoft SQL Server but discovered it to be slower, expensive, and inflexible, restricted to the Windows platform, and without the scalability to support Pharos’s rapid growth
- Selected Oracle Database for its low-cost, grid computing model that enables resources to be pooled by all systems and ported across multiple operating platforms
- Enabled transparent scalability to accommodate heavy usage during peak periods without performance or quality degradation during live broadcasts
- Implemented Oracle Real Application Clusters to ensure continued access to data and maintain programs on air
- Leveraged Oracle’s “pay-as-you go” licensing model for embedded solutions
- Benefited from Oracle’s volume-based licensing terms to minimize start-up costs for customers who are able to pay for Pharos solutions as an operating, rather than capital, expense
- Leveraged Oracle’s low-cost architecture and unparalleled performance and stability to offer best-value solutions backed by the highest service level guarantees