

SintecMedia achieves nearly linear scalability and performance improvement by deploying Oracle Database 10g & Real Application Clusters (RAC)



SintecMedia
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Industry:

Media

Employees:

300

Oracle Products & Services:

Oracle Database
Oracle Real Application
Clusters

Key Benefits:

- Improved scalability and Performance
- Improved resilience
- Lower TCO

"In down-turn periods the ability to set a Mission critical broadcast management system environment is a real challenge. Oracle RAC provides our customers with some outstanding benefits. Not only can you be much closer to 100% uptime, but you can also enjoy scalability with lower priced hardware, and possibly even a higher user load."

– Michael Nemoy, Head Of Technology, SintecMedia

SintecMedia's OnAir is the media industry's most comprehensive broadcast management system.

By combining all major operations into an all-in-one product including sales, traffic, programming, and promo management and based on superior technology, OnAir facilitates communication across the organization, eliminates duplicate data entry, and enables media companies to leverage their assets and airtime to increase profits. With OnAir, companies have instant access to cost and revenue data that assists them in making informed business decisions, thereby helping them maintain a competitive edge.

Platform Savings

By deploying OnAir on Oracle Database Real Application clusters (RAC), SintecMedia realized close to 100% scalability while achieving High Availability.

Why Oracle?

Oracle Real Application Clusters provides High Availability and Scalability Solution using Commodity class hardware.

By deploying OnAir application using Oracle Real Application Clusters (RAC), SintecMedia is capable of providing their customers with an Industry Leading Scalability and High Availability Solution.

About SintecMedia

SintecMedia is an innovator and a leader in management systems for Broadcast, Cable and Satellite Industries. Since its establishment in 2000, SintecMedia's advanced software tools have addressed the growing gap between the established sales, traffic and scheduling management systems and the new requirements created by a rapidly changing business environment.

Industry consolidation, new forms of advertising, and exciting developments in technology such as digital television, VOD, and PVRs – all require new business infrastructure tools that can schedule, manage and maximize revenues.

To address these needs, SintecMedia employs an experienced team of media analysts and developers who apply cutting-edge technologies based on modern development tools. Our team has created OnAir, a unique management system that enables media companies to adopt new technologies and business models. OnAir provides the tools for these companies to apply new media revenue models and reposition themselves to address new forms of media distributions. OnAir is the system of choice for many media companies worldwide, including the Canadian Broadcasting Corporation (CBC), the British Broadcasting Corporation (BBC), and many more.