



SECURE PATH TECHNOLOGY LLC
Los Angeles, CA
www.secpath.com

INDUSTRY:
Media & Entertainment

ANNUAL REVENUE:

EMPLOYEES:
11 - 50

ORACLE PRODUCTS AND SERVICES:
Oracle Database 10g
Oracle Application Server 10g
Oracle BPEL Process Manager
Oracle Web Services Manager

- KEY BENEFITS:**
- Integrated platform to meet complex business requirements
 - Highly scalable, secure and reliable database platform with lowest TCO
 - Reduced go to market time

MediaDNS™ Service Partner Integration with Oracle Fusion Middleware

"Oracle Fusion Middleware was the ideal solution for Secure Path to provide our MediaDNS™ metadata services platform with the scalability and flexibility we required to integrate our service partners with incredible speed and efficiency."
– David Benson, CTO, Secure Path Technolgy

Secure Path Technology is the premier provider of asset registration and data management solutions across the digital media supply chain and the only standards-based content identification and metadata services company in North America. As the primary ISAN (International Standard Audiovisual Number) Registration Agency for the media, entertainment and technology industries, the company works with every MPAA film studio, television networks, and independent producers. The company is also the exclusive Global licensor of the complete ISAN metadata catalog.

The company created its MediaDNS™ metadata services platform to eliminate many of the digital distribution challenges faced by media and entertainment industries, including standards compatibility, systems integration and interoperability, and platform longevity. MediaDNS™ is the only enterprise metadata management solution that incorporates seamless, transparent integration with the central ISAN System in Geneva, Switzerland. This enables MediaDNS™ to provide users with unprecedented efficiency, organization and control over their metadata. Key benefits include centralized metadata management, programmatic registration of ISAN and Version ISAN codes, the ability to transform and output to all distributor metadata formats, an automated process for planner building and XML coding and substantial cost and time savings over existing processes.

Secure Path's solution requires management of a heavy volume of data with incredible speed. The company chose to build MediaDNS™ with Oracle Fusion Middleware after a comprehensive evaluation process. Oracle's offering provided maximum scalability and extensibility, as well as better management of the complex processes associated with transforming metadata into unique formats and allowing multiple content distribution platforms to access authenticated metadata from numerous sources. Oracle BPEL Process Manager and Oracle ADF enabled Secure Path to develop a

modern Service-Oriented Architecture (SOA) platform consisting of a rich user interface and more than 50 processes that integrate metadata and interact with the Web services administered by ISAN International.

Oracle's database expertise offers MediaDNS™ scalability no other solution could and provides the platform with the speed and transaction volume required. Oracle RAC enabled Secure Path to build a highly scalable deployment environment using commodity hardware.

As the media and entertainment industries continue to expand digitally Secure Path anticipates including several new features in the next iteration of the MediaDNS™ platform to meet future requirements. The company has also been instrumental in the development of the Digital Data Exchange (DDEX) standard for the music industry and may expand the use of its SOA platform to enable its DDEX messaging management solution. As a result of Secure Path's creative use of Oracle Fusion Middleware with Oracle Applications, the company was awarded a 2007 Oracle Excellence Award.

Why Oracle?

Oracle provides complete open and standard based platform with maximum scalability and extensibility. By choosing Oracle platform Secure Path is able to meet ever-growing demands and provide easily deployable, robust and cost effective solutions for the media, entertainment and technology industries.