

# PRODUCTS AND SERVICES

## SYNOPTEK MANAGED PERFORMANCE HUB™

### FOR MEDIA & ENTERTAINMENT

#### Transform your M&E value chain to support collaboration

Traditional media and entertainment (M&E) production methodologies involve contracting vendors one at a time, and physically transporting digital assets to those vendors for post-production.

Yet in today's evolving digital environment such traditional approaches are outmoded and inefficient.

To make matters worse, migrating to cloud-based operations brings new challenges around security, latency and overall process performance.

That's where the transformative [Equinix Media Cloud Ecosystem for Entertainment](#) (EMCEE™) approach comes into play. Based on an [Interconnection Oriented Architecture](#)™ (IOA™) strategy, EMCEE is an interconnected ecosystem with global reach that enables M&E companies to securely and directly interconnect with their customers, partners and employees to gain competitive advantage.

Employing IOA nodes, a customizable set of interconnection hubs within [Platform Equinix](#)™, EMCEE offers remarkable flexibility and agility in a world where media technologies and formats are constantly changing.

And a key facet of EMCEE is [Equinix Performance Hub](#), a core set of vendor-agnostic components that take your operations to a whole new level.

#### Global interconnection becomes reality

The Performance Hub solution empowers your company to interconnect global shoot locations and production resources unlike ever before. Issues such as security and performance over the public internet are no longer factors. You and your partners can directly and securely connect people, locations and clouds anywhere in the world. That means you can produce a higher quality product in much less time. When your completed product is ready to distribute, content delivery networks (CDNs) and over-the-top content providers (OTTs) can easily stream or download digital media content to a global, omnichannel consumer base, on demand, via high-speed connections.

#### The Performance Hub advantages are significant:

- **Effortlessly move to the cloud** thanks to easy private cloud deployment, secure and direct connectivity to public clouds, and a seamless way to create a hybrid cloud foundation
- **Realize an efficient, simplified network** that provides access to the cloud and the internet without hairpinning traffic only via select locations
- **Boost network/application Quality of Experience (QoE)** by offering higher throughput, low latency and seamless deployment close to end users
- **Expand your provider choices** with connectivity to 1,100+ networks, 500+ cloud providers and 775+ IT service providers
- **Increase manageability** with the superior agility, security and visibility needed to take control of the network

#### An Industry in Disruption

The next wave of digital transformation for the media and entertainment industry is coming. Now innovators are leveraging new architectures of interconnection to generate hybrid cloud-based production workflows to interact with partners, create more efficiency and reduce cost – simultaneously becoming part of a new, global M&E ecosystem to create, store and distribute content. All of which interconnects people, locations, clouds and data.

#### Why Equinix?

We already have 500+ content, digital media and entertainment customers.



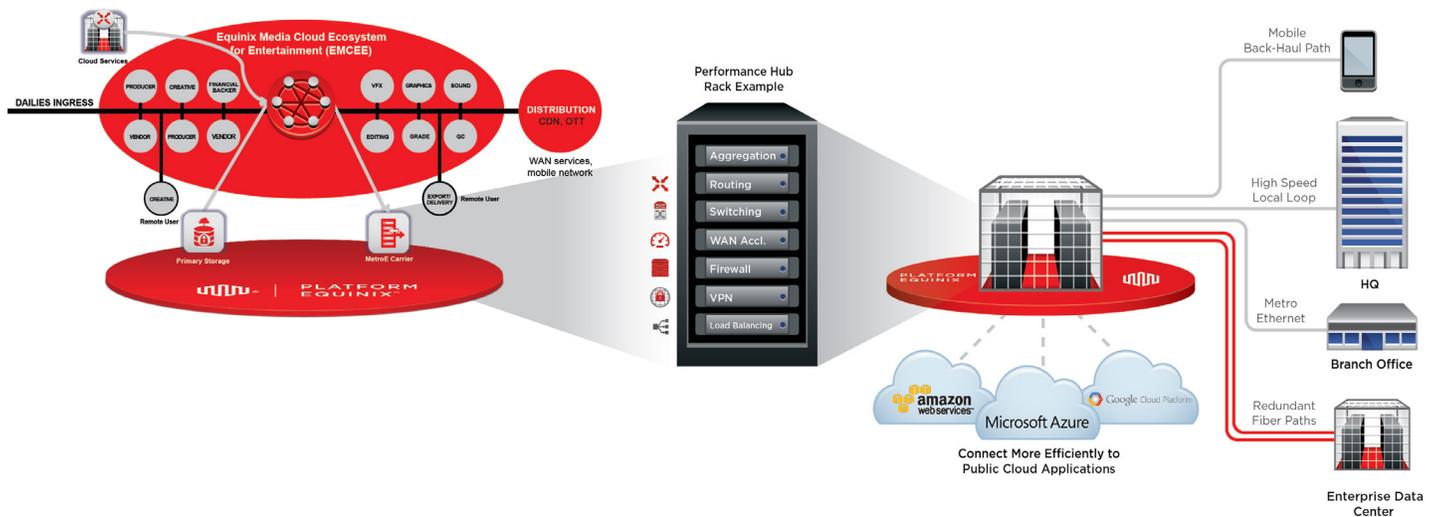
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WHERE OPPORTUNITY CONNECTS

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## Hate CAPEX? Let us manage everything for you!

If your IT teams are focused on other mission-critical projects, why not engage the experts to deploy your EMCEE ecosystem?

The Synoptek Managed Equinix Performance Hub solution by Synoptek and Equinix is a powerful option for enterprises looking for an end-to-end fully managed Performance Hub deployment without incurring a CAPEX burden. Built exclusively on Equinix world-class [International Business Exchange™](#) (IBX®) data centers that offer [Equinix Cloud Exchange™](#) and [Internet Exchange™](#), the solution takes the mystery out of converging advanced cloud technology in the data center.

Synoptek, an Equinix Gold Managed Service Provider partner, provides the hardware for routing, switching and security, in addition to offering both professional services and/or ongoing 24x7 US-based managed services (including remediation and change management). All for an affordable monthly fee.

For more information, please [contact us](#).



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