



CADENT TECHNOLOGY, INC

Cadent Network Significantly Boosts Productivity by Automating with the Vantage Media Processing Platform from Telestream

CASE STUDY

CHALLENGE

From the moment a spot arrives at its network operations center (NOC) in Mount Laurel, NJ, Cadent technicians know the clock is ticking. A massive influx of media files must be transcoded, timed, checked, slated, and captioned, among other things, in time to meet hard delivery deadlines. With the workload growing exponentially, Cadent needed to migrate to an automated file-based workflow that would enable a much faster turnaround. The solution they chose is the Vantage Transcode Pro Media Processing Platform from Telestream.

SOLUTION

Cadent upgraded from the Telestream Flip Factory to the more powerful and advanced Vantage Transcode Pro, and steadily expanded their transcoding capabilities as their workload grew. In terms of quantifiable results, Cadent Network has realized the following benefits by shifting to an automated, file-based transcoding workflow:

- A steady productivity increase from 38,000 files processed annually to 500,000+ over a six-year timeframe
- Time savings throughout the operation, including a faster, two-hour turnaround time to process 100 spots, compared to the 24-hour turnaround that was typical before Vantage
- Operational efficiencies throughout the media processing workflow
- No need to increase its NOC staff to process and manage the upsurge in media files captioning software



“With the same five-member team, we’re now able to ingest, process and deliver a much higher volume of media because of the automated workflow enabled by the Vantage Media Processing Platform. We are confident that our Vantage transcoding platform meets our needs today, that it will scale easily to support our growth tomorrow, and that we can expand its capabilities to take advantage of opportunities that may arise in the future.”

JOE KOVACH, VICE PRESIDENT OF TECHNICAL OPERATIONS FOR CADENT, PHILADELPHIA, PA

KEY PRODUCTS



- Four Vantage Transcode Pro Licenses
- Four Lightspeed Services Providing GPU Acceleration
- A Nielsen Encoding Plugin
- Post Producer, Used Primarily for Adding Slates to Front of Spots
- Two Pipeline Systems for Real-time Ingest of Video from Tapes
- CaptionMaker and MacCaption Desktop Closed