



Sun™ and Vignette

Flexible, scalable digital content delivery for service providers



Consumers today want easy access to digital content on numerous device types including the Web, mobile phones, TV set-top boxes, and print servers. Companies that cannot effectively manage and deliver content that customers want, how they want it, risk lost data revenue opportunities, increased operational costs, or lost customers. The Vignette Digital Services Hub running on Sun™ platforms enables companies in the telecommunications, media, and entertainment industries to create rich consumer experiences by combining content, commerce, and community across any device and over multiple channels.

Delivering the right content the right way

The telecommunications, media, and entertainment industries continue to undergo extensive change. The emergence and convergence of new technologies fuel intense competition and ongoing innovations such as Wi-Fi, voice over IP, TV over IP, fiber optic networks, and ultra high-speed broadband.

To remain competitive, digital content providers must support new technologies, and at the same time attract new customers by delivering differentiated content—such as ringtones, images, music, videos, games, and software—on numerous devices. However, because new content types have evolved over time, most organizations manage multiple silos of data stored in different formats and locations. Not only does this boost operating costs, but it also makes it challenging to manage and classify content, bundle dissimilar objects, track usage patterns, and create targeted offerings.

Overcoming these challenges requires a content management platform that can integrate with existing infrastructures and support new services. The platform must also provide high-performance and scalability to accommodate new requirements and an increasing number of media objects, customers, and partners.

The Vignette Digital Services Hub

The Vignette Digital Services Hub is a unified, carrier-grade framework that works with existing and future service delivery platforms. Companies can use the Digital Services Hub to create custom workflows that manage the information chain from creation to delivery. Tools also enable employees to securely manage and distribute digital objects, media content, services, and applications over multiple channels—regardless of the source, format, or location. Because it is designed to flex with change, companies can scale the solution to support millions of assets without service degradation.

Personalize content management

The Digital Services Hub combines Vignette's Next-Generation Web solution with technologies from industry-leading partners to provide a single, flexible application to further the value of digital content. Rather than spending unnecessary time analyzing immense content libraries, the Digital Services Hub enables employees can use to classify and tag objects once. Tools that map purchases to user history also make it easy for companies to recommend related content, or group objects from different classes into packages.



Highlights

- Increase ARPU and operational efficiency with a unified content delivery platform
- Protect investments by integrating existing and new technologies
- Attract new customers and protect existing clientele by providing secure, differentiated services that include targeted content and new delivery channels
- Manage disparate data types, formats, and silos—as well as user identities—from a central location
- Provide reliable, high-performance services on carrier-grade Sun™ platforms
- Realize potential energy savings by building on Sun Fire™ servers with CoolThreads™ technology
- Embrace change by customizing solutions using Java™ technology and the Sun Web Services stack

Detect devices and protect content

To make sure that the system delivers the right content to the right person on the appropriate device, the Digital Services Hub provides technology partner contributions for digital rights management (DRM). Content management processes support DRM and the ability to handle new content feeds, asset types, user classes, and off-deck offerings.

Sun and Vignette deliver what telcos need

By utilizing Sun technologies as components of the Vignette Digital Services Hub, companies can deploy a best-of-breed solution. Also, the Sun platform for the Digital Services Hub—which includes Sun servers, the Sun Solaris™ 10 operating system, the Sun Java™ System Identity Manager, and Sun Managed Services—is fully scalable and customizable. As new innovations are realized, companies can use Java technology APIs and the integrated Sun Web Services stack to modify solutions.

Get carrier-grade performance

One of the key advantages of deploying the Digital Services Hub on Sun servers is that companies benefit from the platform's sheer power, virtually unlimited scalability, and small footprint size. Sun Fire™ servers with CoolThreads™ technology easily process large amounts of content, while supporting eco-friendly energy savings. Sun servers powered by AMD Opteron™ x64 processors also easily manage performance demands, and offer outstanding price/performance and reliability.

Trust the underlying operating system

With over nine million installations to date, Solaris™ 10 provides an ideal, carrier-grade platform for the Digital Services Hub because the operating system's features facilitate availability and performance. For example, Solaris Containers support virtualization. Predictive Self-Healing automatically detects and mitigates component issues. Also, a high-speed TCP/IP stack delivers rapid network transfer rates.

Reduce costs with centralized tools and services

The Digital Services Hub employs the Sun Java System Identity Manager to help streamline IT operations. Administrators can use the tool to manage identities from a central location, so that companies can easily see who has access to what data—and when.

In addition, companies can engage SunSM Managed Services to help enhance the Digital Services Hub and its underlying architecture. Designed to improve operational efficiency and service levels, Sun Managed Services employs proven methodologies based on Information Technology Infrastructure Library (ITIL) best practices and technologies.

Anticipate and support change

The Sun Web Services stack delivers secure transactional interoperability between Java Platform, Enterprise Edition technology and the .Net Framework 3.0 to help companies easily build, deploy, and maintain composite applications for service-oriented architectures.

Learn More

For more information, visit sun.com, vignette.com or contact your local Sun sales representative.

Sun Web Services also supports protocol and transport independence, end-to-end security, the Java Architecture for XML Binding (JAXB) 2.0, and standardized Web services such as W3C Simple Object Access Protocol (SOAP) and Web Services Description Language (WSDL).

Sun and Vignette

With over ten years of experience, Vignette helps some of the world's best-known organizations transform the Web from a passive search and consume platform to a collaborative and contribution-rich medium that can organizations can use to have more meaningful interactions with customers. Sun incorporates the latest technologies and next-generation processors to deliver flexible, innovative, and cost-effective solution frameworks that can support leading-edge infrastructures and services.

Together, the Vignette Digital Services Hub and Sun platforms offer a powerful solution that simplifies the management and delivery of content while providing a rock-solid architecture that can scale to meet organizations' service and performance challenges—today and tomorrow.