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CASE STUDY *(FileCatalyst)*

Aberdeen Broadcast Services

Profile

Since 2001, Aberdeen Broadcast Services has delivered programming content services to broadcast networks and stations globally. Aberdeen specializes in digital file delivery, captioning, language translation, subtitling, and voice overs.

Operating in an industry where the delivery time is crucial, Aberdeen routinely receives full resolution video files for post production from producers around the world. These video files are typically very extensive in size. After processing and transcoding the video files to their required station formats, Aberdeen digitally delivers the final content to the receiving stations, completing the workflow.

> *"FileCatalyst works very closely with our engineers to solve problems and always goes the second mile in getting it right a true partner."*
>
> **Matthew Cook,**
> *President of Aberdeen*

Challenges

Aberdeen originally used the FTP protocol as their main transfer method when sending and receiving large video files from clients. Inevitably, Aberdeen experienced the many common pitfalls inherent to FTP such as latency and packet loss. Along with the slow transfer speeds, delivery failures and corrupt files became common occurrences when sharing content with external parties via traditional transfer methods.

The steady growth of file sizes due to the increasing adoption of HD video formats has resulted in substantial slowdowns with FTP based file transfer speeds. The geographic dispersion of Aberdeen's clients further slowed transfer speeds, adding to these challenges. It became clear for Aberdeen that it was time to seek out a faster, more reliable file delivery solution.

AT-A-GLANCE

Company	**Aberdeen Broadcast Services**
Industry	**Media & Entertainment and Broadcast**

CHALLENGES

- Slow file transfer and delivery speeds
- Unreliable file transfers and deliveries
- Growing file sizes
- File transfers span global distances

PRODUCTS

- FileCatalyst Direct
- FileCatalyst Workflow

RESULTS

- Eliminated lengthy file transfer and delivery times
- Increased reliability for every transfer
- Sending files across international distances became an easy task

Results

After eliminating all lengthy and failed file transfers, FileCatalyst's UDP-based file transfer technology quickly became a core facet of Aberdeen's operations. Aberdeen immediately noticed the benefits of increased reliability and speed. Automated notification alerts quickly and easily inform users about file deliveries. As a result of the deployment, the physical delivery of videotapes became virtually eliminated. "We now like to say, 'We are faster than FedEx,'" said Matthew Cook, President of Aberdeen. "Switching to FileCatalyst has allowed us to quickly share files with our international clients in countries as far as Australia and Singapore."

The set-up and configuration of FileCatalyst software into Aberdeen's infrastructure was a quick and non-disruptive process with no downtime, allowing the company to provide a faster and higher level of customer service immediately. Regarding the software installation and post-sales support, Matthew Cook had this to say; "FileCatalyst's support is amazing. Their team works very closely with our engineers to solve problems and always goes the second mile in getting it right – a true partner."

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