

# FORTRA

CASE STUDY (FileCatalyst)

## MM TV

### Profile

The Malayala Manorama Company is a private LLC corporation owned by the Kandathil family of Kottayam. Established in 1888, Malayala Manorama Publications is a subsidiary of the Malayala Manorama Group. It holds the position of the fifth most circulated newspaper in the world, and the third largest circulating newspaper in India. Apart from daily and weekly publications, they also have broadcasting channels targeted at entertainment (Mazhavil Manorama) news (Manorama News) and FM radio (Radio Mango).

### Challenges

Belonging to the broadcasting and news space, MM TV reporters, film crews, and photographers across a multitude of diverse locations need to share and transfer their media assets. Be it print or video; content has to get either to the printing house or broadcasting center for distribution. Time is of the essence for workflows of this nature, especially when the content they are working with is breaking news. Before deploying FileCatalyst, MM TV reporters shipped their media assets to head-quarters either physically via physical storage or electronically via email, FTP and TCP. The time it took to deliver content became a major bottleneck in their workflow and significantly hindered their overall productivity.

### Solution

To overcome their challenges, MM TV deployed FileCatalyst Direct; a suite of client and server applications that enables point-to-point accelerated file transfers capable of reaching 10 Gbps speeds. By installing the FileCatalyst HotFolder client on the journalists' machines, they were given access to full line speeds, regardless of their location. Additionally, the HotFolder client application provided automation capabilities that allowed sync tasks to be scheduled for both uploads and downloads. With the FileCatalyst mobile app for iOS and Android, MM TV reporters can push raw footage from their mobile devices to their chosen destination within minutes, significantly boosting productivity.

### AT-A-GLANCE

**Malayala**  **Manorama**

Company	MM TV
Industry	Media & Entertainment Broadcasting

### CHALLENGES

- Hard deadlines require fast and reliable delivery methods
- Shipping media content physically can become unreliable and unpredictable

### PRODUCTS

- FileCatalyst Direct
- FileCatalyst HotFolder
- FileCatalyst Mobile App

### RESULTS

- Accelerated transfer speeds
- Reliable content delivery
- Files sent at speeds of up to 10 Gbps
- Transfers are immune to latency and packet loss
- Files are secure during every transfer, and delivery is guaranteed

## Results

MM TV's deployment of FileCatalyst has greatly reduced their delivery times and ensured that their content remains secure. Transfers that previously took days to ship, or hours to transfer, are now completed in minutes. FileCatalyst's UDP-based acceleration technology allowed MM TV to fully utilize their bandwidth, allowing reporters to upload their content anytime, anywhere, and at record speeds.



### About Fortra

Fortra is a cybersecurity company like no other. We're creating a simpler, stronger future for our customers. Our trusted experts and portfolio of integrated, scalable solutions bring balance and control to organizations around the world. We're the positive changemakers and your relentless ally to provide peace of mind through every step of your cybersecurity journey. Learn more at [fortra.com](https://fortra.com).