



## Tata Powers Media with Jaspersoft

### Abstract

Aiming to become the global leader in the enterprise media market, Tata Communications Media and Entertainment needed a flexible, scalable and cost-effective BI solution to power Mosaic, the world's first online digital media management platform. Having assessed enterprise software vendors' offerings, Tata found that Jaspersoft was the best partner to support its unique cloud-based, collaborative solution.

### Background

Tata Communications is a leading global provider in a new world of communications. With a leadership position in emerging markets, Tata Communications leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-national enterprises, service providers and Indian consumers.

The Tata Global Network includes one of the most advanced and largest submarine cable networks, a Tier-1 IP network, with connectivity to more than 200 countries across 400 PoPs, and nearly one million square feet of data center and colocation space worldwide.

Seeking to build its presence in the media industry by adding to its CDN and video network portfolio, Tata Communications acquired BT Group plc's Mosaic business in January 2010. Mosaic offers an on-demand digital media management platform that manages content and workflow from production to distribution across collaborative marketplaces.

Mosaic's on-demand business model helps media customers improve cross-enterprise content creation, management and multi-format delivery. It enables enterprises to deliver innovative services that meet rapidly changing consumer demands, maintain and expand audience numbers and lower production costs. The new service is targeted at a spectrum of media customers from production houses and emerging digital media publishers to content service providers and TV channels.

### FAST FACTS

#### ORGANIZATION

Tata Communications Mosaic

#### INDUSTRY

Media & Entertainment

#### SOLUTION

BI suite to underpin software enabling collaboration between the fragmented media market

#### RESULTS

World's first online digital media management platform

*"We believe that only by working together can the plethora of media organizations gain real power and exploit the potential of rapidly emerging technologies."*

**Steve Russell**  
Head of Product and Commercial at Tata Communications Mosaic

## The Challenge

Although many large media organizations have addressed internally the challenges of the digital revolution, the production and delivery of content require corporations such as the BBC to work with a multitude of different partners like tiny production houses. These interactions are typically inefficient and expensive. Mosaic aims to transform these processes and therefore needs to be suitable for headline media and entertainment organizations, production and post production houses, broadcasters as well as media distributors. A robust and flexible Business Intelligence (BI) capability is essential to give customers visibility of the performance of these complex supply chains and manage them effectively.



## The Options

Mosaic's on-demand business model is enabled by the recent evolution of Web-based applications into the cloud computing industry. Networks and data-centre space are becoming more cost-effective, and customers are realizing the benefits of this mode of software delivery. Due to the large data volumes of video files the media industry has been slow to join the party, but Tata Communications believes the time has now come.

Choosing the ideal BI partner proved straightforward once large enterprise software vendors such as Oracle were dismissed because of the clumsy nature of licensing their products. Jaspersoft's open source pedigree, community-based support, flexible licensing model and functionality proved compelling to Russell. "With Jaspersoft we and our customers are getting all the power of an enterprise business suite at a fraction of the price," said Russell. "Jaspersoft has proven to be the ideal partner for us as both the Mosaic business and Jaspersoft are truly innovative businesses."

## The Solution

Mosaic presents a revolutionary new way of working for the fragmented media industry, enabling seamless collaboration between the disparate organizations that need to collaborate to produce, for example, an episode of Dr Who. Mosaic provides all the workflows and processes needed to facilitate this collaboration. The Jaspersoft BI suite's reporting functionality is an essential component, providing visibility and analysis of mission-critical business data. As a cloud-based service platform, Mosaic enables media organizations to embrace the opportunities of the market without wide scale systems disruption or major investment, and Jaspersoft was able to work with the Mosaic team to provide a commercial model that supported these aims.

Mosaic is designed to make intuitive sense of multifaceted interactions, leading to a more productive, enjoyable and secure user experience, across a suite of integrated media tools including leading desktop applications. According to Russell, "Because the Jaspersoft BI Suite is easy to deploy incrementally, it is the ideal vehicle for every part of the supply chain making it especially cost effective for large enterprises and small production houses alike. Customers can build and prove value as they go. The service aims to allow customers to rapidly meet the new and ever-changing challenges and opportunities that the increasingly intricate and global media market has created."

**MOSAIC**  
FROM PIXEL  
TO BIG PICTURE

*"With Jaspersoft we and our customers are getting all the power of an enterprise business suite at a fraction of the price, Jaspersoft has proven to be the ideal partner for us as both the Mosaic business and Jaspersoft are truly innovative businesses."*

**Steve Russell**  
Head of Product and  
Commercial at Tata  
Communications Mosaic

## The Future

Since Mosaic's January launch, the product has been very well received within the marketplace and a number of major and lesser-known brands will be looking to deploy Mosaic in the near future. In April 2010 Mosaic was given a live demonstration at National Association of Broadcasters convention in Las Vegas. The show is the largest event in broadcast marketing, with over 157 countries, customers with some \$30 billion in purchasing power and 1,500+ exhibiting companies represented. Russell said, "People at NAB are passionate about content and were very favourably impressed with Mosaic, recognizing it as the platform to deliver. We anticipate that Mosaic will become the global leader in the enterprise media market and as part of the Tata Group, we are uniquely positioned to take advantage of its global network and data centre investment along with its customer base."

## About Jaspersoft Corporation

Jaspersoft's open source business intelligence is the world's most widely used BI software, with more than 11 million product downloads worldwide and more than 12,000 commercial customers in 100 countries. Jaspersoft provides a web-based, open and modular approach to the evolving business intelligence needs of the enterprise and is the only BI vendor enabling true multi-tenancy while providing a common platform for on-premise, virtualized, SaaS and Cloud deployments. Jaspersoft's products span the continuum of core BI requirements, including production reporting, operational & embedded reporting and analysis, interactive end-user query & reporting, dashboards and mash-ups, data analysis, and data integration. Its BI software is updated constantly by a development community of more than 135,000 registered members working on more than 350 projects, which represents the world's largest business intelligence community. More information is available at [www.jaspersoft.com](http://www.jaspersoft.com) and [www.jasperforge.org](http://www.jasperforge.org).

### CONTACT US

#### **Jaspersoft EMEA (Europe, Middle East and Africa)**

Jaspersoft Ltd.  
4 St Catherines Lane West  
Dublin 8  
Ireland  
Phone: + 353 1 443 4700  
Germany + 49 30 8939 1934  
UK + 44 207 193 9321  
France + 33 970 446 126  
Italy + 33 970 446 126  
Spain + 33 970 446 126  
Poland + 48 22 219 6087  
Switzerland + 41 44 586 76 99  
Sweden + 46 85 19 71 245  
Email: [sales-emea@jaspersoft.com](mailto:sales-emea@jaspersoft.com)

#### **Jaspersoft Headquarters**

539 Bryant Street, Suite 100  
San Francisco, CA 94107  
1-888-399-2199  
Phone: 415.348.2380  
Fax: 415.281.1987  
Email: [sales@jaspersoft.com](mailto:sales@jaspersoft.com)

[www.jaspersoft.com](http://www.jaspersoft.com)