

Striim Solutions for Media

Striim’s unified data integration and data streaming platform connects clouds, data, and applications with unprecedented speed and simplicity to deliver the right data at the right time.

As media companies scale to deliver real-time content and adapt to the dynamic media landscape, handling large data volumes quickly becomes imperative. TV, broadcast, and advertising businesses must additionally engage with a diverse consumer base while adapting to increased data security concerns. Traditional batch-oriented and local processing is not able to keep up with the amount of data accumulated from various market and IoT device sources.

Striim is a unified data integration and streaming platform that addresses the industry’s pain points, enabling media companies to harness the power of real-time data to create personalized consumer experiences, unlock new revenue streams, and lead with cutting-edge technology.

“Striim gives us a single source of truth across domains and speeds our time to market delivering a cohesive experience across different systems.”

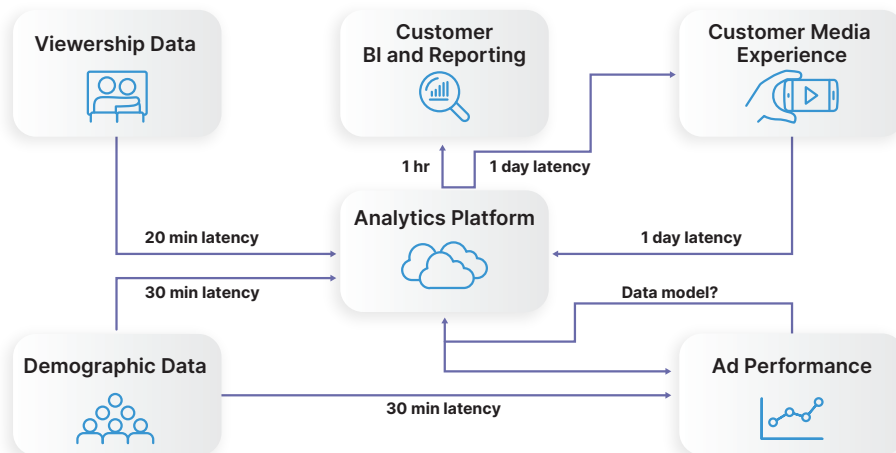
Neel Chinta
Tech Senior Manager, Engineering
Macy’s



Top 3 British telecommunications company



Siloed Data Negatively Impacts Operations



Inefficient and outdated advertising strategy

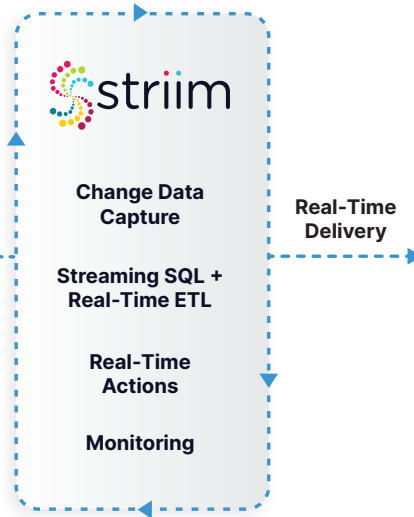
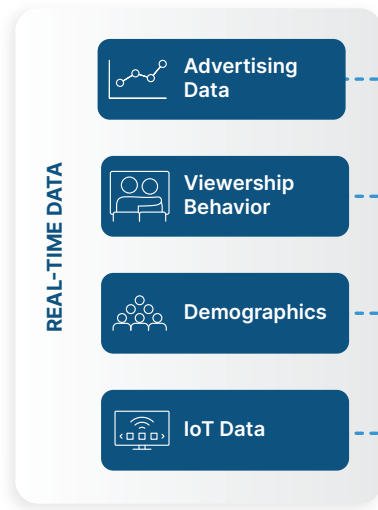
Deteriorated end-user viewing experience

Lost media engagement

This graphic is for illustrative purposes only. Actual time delays and dependencies may vary.

Innovation With Real-Time Data

Operational Data



Data Products

DATA-DRIVEN CUSTOMER EXPERIENCE

- Relevant advertising
- Personalized content
- Increased engagement



REAL-TIME BACKEND OPERATIONS

- Seamless media delivery
- Efficient marketing
- Real-time custom broadcasting

How Striim with Google Cloud Supports Media Use Cases

Media companies can use Striim to leverage the benefits of real-time data analysis and to maximize Google Cloud technologies to solve a variety of use cases such as:

USE CASE 1: PERSONALIZED MEDIA EXPERIENCES AND ENGAGEMENT

Challenge: Media companies must deliver different experiences to different audiences to keep engagement.

Solution: Striim's real-time transformation engine powers in-app decision making through business logic seamlessly integrated with data processing. Google Cloud helps retain audiences with data and AI.

Business Value: Striim can combine unique audience data and desired outcomes to improve audience engagement and retention.

USE CASE 2: IOT DATA COLLECTION

Challenge: IoT devices produce massive amounts of data, especially when considering consumer data driven from streaming, social media, and traditional media playback. Ingesting, transforming, and organizing this data as it comes in creates large headaches for infrastructure teams.

Solution: Striim's on-premise or fully hosted solutions offer deployment versatility with data security in mind. Ingest terabytes in real-time through Striim without compromising latency. Google Cloud turns complexity into opportunity, using AI and analytics to uncover new ways to innovate and monetize.

Business Value: Don't suffer from any data loss capturing data from various sources and devices, while continuing to engage customers with real-time experiences.

USE CASE 3: REAL-TIME ADVERTISING AND SOCIAL MEDIA EFFICIENCY

Challenge: Media companies build business models around both procuring and selling effective advertising, based on heavy personalization. Revenue opportunities are missed without real-time reactionary ad insertion and bidding.

Solution: Striim's real-time data processing enables media companies to collect and analyze data about viewership to deliver targeted ads that are relevant and adaptable. With Google Cloud, harness world-class technology to transform experiences for audiences of any size.

Business Value: Striim's platform enables media companies to be maximally efficient and informed about advertising strategy, decreasing cost and increasing user engagement.

Learn more: www.striim.com/google-cloud

Try for yourself: go2.striim.com/trial-google-cloud



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