



## Special Broadcasting Service

Australia's public broadcaster, SBS, sends real-time, rich media around the world for on-the-spot event coverage with Accellion.

“We love the Accellion solution. It has been exceptionally well received, and is being used extensively by many areas within SBS. We have had very few user issues or queries about how to use it, so from a support perspective, it is fantastic.”

Anne Jones  
Business Analyst

SBS, (The Special Broadcasting Service) is Australia's multicultural and multilingual public broadcasting radio and television service, with program distribution in more languages than any other network in the world. Sixty-eight languages are spoken on SBS Radio. SBS Television and online programs are offered in more than 60 languages and SBS New Media provides text and audio-on-demand services in more than 50 languages. Every hour SBS Radio broadcasts in a different language. From one program to the next SBS Television provides extraordinary insights into the world's cultures and Australia's ethnic diversity, contributing to the cross-cultural understanding of all Australians – linguistically, sociologically and culturally.

### Challenge

Similar to other companies in the broadcast media industry, SBS is pressed to exchange increasingly large media and business files within the organization and with outside parties. The program and creative groups work closely with contracted content producers, collaborating and receiving videos and promotional materials about their shows on an on-going basis.

“It was a major problem communicating with outside producers,” said Anne Jones, Business Analyst in the TV and Sales Group at SBS. “It could take days and entail expensive shipping charges, especially for rush shipments, to receive materials to meet our broadcast schedules.”

Email was the preferred means for SBS personnel to send files. However, workers were limited in the size of attachments they could send due to size limitations imposed by email administrators at SBS and outside users' organizations. A very large file, such as a media file, simply couldn't be transmitted via email.

SBS set up an FTP server so that employees could send and receive large files, but it was underutilized for a number of reasons. First of all, users found sending a file via FTP a cumbersome multi-step process. In addition, some users couldn't access the FTP server through their firewall. For the IT department, FTP meant additional overhead to set up and manage user accounts, deploy the client software, maintain the server, and troubleshoot connectivity problems. File security was another concern, as once a file was on the FTP server, it was difficult to control who accessed the content.

Some SBS employees turned to alternative methods for file transfer, including standalone broadband connections with an ISP-issued email address, free consumer-grade sharing solutions, CDs sent via courier service or decomposing files into small chunks that could be sent separately through email.

## Quick Facts – SBS



Deployed Since

**2007**



Number of Users

**900 internal  
unlimited external**



Custom Web Interface

**Yes**



Email Integration

**Yes**



Mobile Integration

**Yes**

- ✓ Reduced time and cost of receiving media content developed by outside producers
- ✓ Reduced the operational burden on the enterprise email system, and reduced help desk support needs
- ✓ Eliminated costly and insecure methods of sharing files

None of these options was ideal, especially for sending proprietary or confidential information and all added time or cost.

A task force consisting of business and IT personnel set out to solve the problem with a solution that would work for everyone both inside and outside the company, preferably through integration with the email system. The task force charged with finding this solution outlined the process they wanted, including email integration, security and speed.

### Solution

The task force spent months searching for a solution to the email and large file transfer problem. They looked at several options, including simply removing email attachment restrictions, before settling on Accellion. SBS found this solution to be the only one that met all of their “must have” key requirements.

Accellion was “a perfect solution!” exclaimed Jones. “The appliance was a breeze to install. It took little time and effort on our part, and Accellion’s customer support was very responsive when we had questions.”

Ease of use is the main reason that SBS is so pleased with the Accellion file sharing solution. “Within two weeks, all who used it would really struggle to remember how bad it was before we installed the Accellion solution,” says Jones. “It is so easy to use, it just seems natural.”

So far the biggest users are the people on the creative side –in-house and vendors’ content producers. They exchange large

files for collaboration and proofing on promotional materials and the actual show videos, from rough cuts to final versions. These files can now be sent securely through the web to SBS from anywhere in the world.

For example, Dateline reporters have been using the Accellion appliance to send video/audio files from remote locations. The team covering the Tour de France used it extensively to send back highlight packages to the SBS web team in Australia. In July, 2007 the team covering the World Athletics Championships in Osaka, Japan used it to exchange material in real time with their colleagues in Australia. The publicity team uses it constantly to forward Media Kits and associated still photography to Australian media outlets and the marketing/sales area is using it daily to exchange material with external advertising and other creative agencies and sales partners.

“We also like that we can custom brand the Accellion with the SBS brand,” says Jones. As a public broadcasting network with many different services and languages, the branding webpage feature that Accellion provides is a critical part of the success of the solution. Every time a file is sent through Accellion it is sent on a page with the SBS logo, adding greatly to the awareness of how much SBS is a part of the community and national identity.

“This solution has transformed how we do business,” says Jones. “We now have a much faster turnaround time on all the media and business files we send and receive. I have to say, we love this solution!”

### About Accellion

Accellion, Inc. is the industry leader in providing private cloud solutions for secure access and sharing of enterprise information across devices, enabling employees to work securely wherever. Founded in 1999, Accellion is an award-winning, private company headquartered in Palo Alto, California with offices in North America, APAC, and Europe. The company has evolved from its roots in cloud storage into a leading enterprise security software provider. More than 12 million business users and 2,000 of the world’s leading corporations and government agencies, including Procter & Gamble; Indiana University Health; Kaiser Permanente; Lovells; Bridgestone; Harvard University; the Securities and Exchange Commission; and NASA use Accellion solutions to protect confidential information, ensure compliance, increase business productivity, and reduce IT costs.

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