Dolby

Dolby Hybrik enables base® to handle huge numbers of concurrent transcoding jobs for feature film, broadcast, and online video distribution clients.

base is on a mission to democratize cloud services for all businesses that work with digital media files. base removes the confusion, complexity and costs of the cloud and software-as-a-service market, by providing a single user experience, single service contract and transparent pricing model to customers. CEO Ben Foakes explained why base chose Dolby Hybrik to help power end-to-end broadcast content chains in the cloud and how it's working out for the company.

base

Who are your clients and what services do you provide to them?

Premium brands and enterprise businesses including clients working in feature film, broadcast, and online video distribution integrate base into the core of their content chain for secure storage and digital asset management.

By connecting best-in-class digital media tools to a centralized cloud storage hub, base streamlines file management, collaboration, and delivery. Users can rapidly and economically distribute and monetize their content by using the base portal for sharing, publishing, selling and delivering large digital media files from the cloud storage hub directly to their partners.

What first got you excited about Dolby Hybrik?

base continually tracks new technologies and products and when we heard of the Hybrik product in its early incarnations, we were delighted to see it was:
a) multi-cloud compatible, and b) a cost-effective alternative to other cloud media processing solutions on the market.

What were your top drivers for choosing Hybrik?

- Ability to build, host and integrate Hybrik into our cloud-native platform
- Predicability of licensing costs preferable to pay-per-use pricing
- Auto-scaling handles multiple concurrent processing jobs
- Compatibility and configurability for professional broadcast mastering formats
- Ease of development and integration for our Professional Services team

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"Because Hybrik handles huge numbers of concurrent transcoding jobs, and also includes built-in AQC (automated quality control), we can integrate one tool into our platform to serve two essential purposes for our clients, at enterprise scale."

Was Hybrik's pricing structure appealing?

Yes, the price structure for licensing, combined with the ability to use PAYG cloud compute, perfectly matches with the base cloud solutions portfolio for our customers.

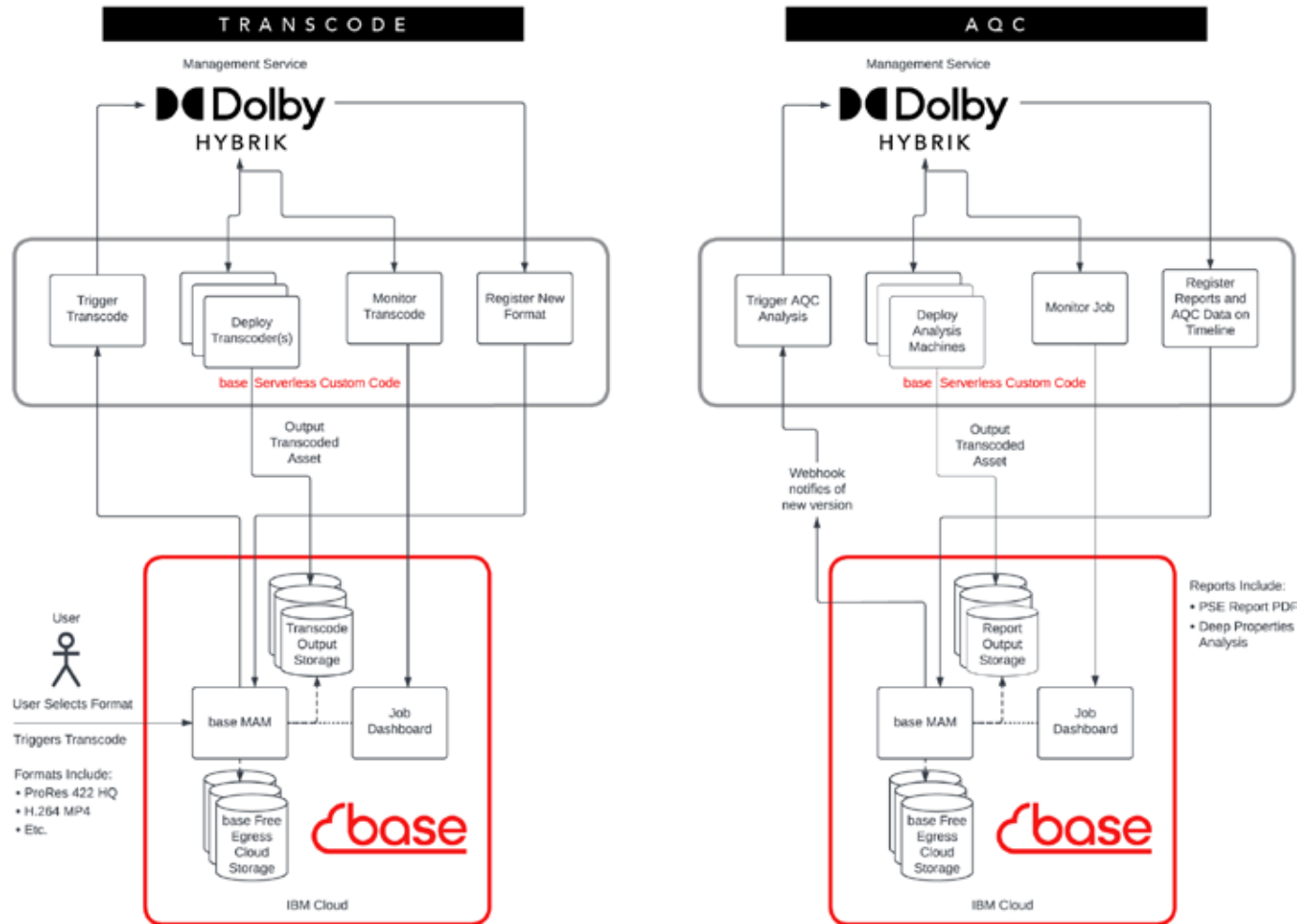**How does Hybrik fit into your cloud media processing workflow?**

The base cloud Transcoding & Automated Quality Control (AQC) solution for professional mastering formats is built around Hybrik. base leverages Hybrik within our cloud hosted solution and has developed custom API-level integrations with base Media Library services, enabling end-users to easily trigger complex mastering and QC jobs with a single click, or via workflow driven automation. This solution saves a huge amount of time, labor, and cost for our cloud-based post-production clients, over more traditional, manual methods.

Did you discover other advantages once you started working with Hybrik?

One of the biggest benefits is auto-scaling. Because Hybrik handles huge numbers of concurrent transcoding jobs, and also includes built-in AQC (automated quality control), we can integrate one tool into our platform to serve two essential purposes for our clients, at enterprise scale.

What was the process of integrating Hybrik like?

base developers are very experienced with complex cloud-native systems integration. As a result, the development with Dolby Hybrik was fast and efficient. Our Professional Services team includes transcoding experts who can also configure special profiles as part of custom client solutions.

Has Dolby Hybrik lived up to your expectations?

Absolutely. It does what it claims. It works and is cost-effective and delivers what we needed for the base cloud solutions platform and base customers around the world.