macroDATA
D A T A C E N T R E S
Choose the green data advantage!

PARTNERING WITH MEDIA AND ENERTRAINMENT SOLUTIONS

Differentiators

- Tier IV highly resilient data centre, with failover so critical functions are never interrupted.
- Green data to adhere to stringent requirements on energy efficiency, renewable energy use and reducing carbon footprint.
- Service excellence so you can focus on your business, not how your IT infrastructure is working.
- Dark fibre connectivity services to provide a secure point-to-point solution to deliver high-speed data applications.
- High speed connectivity in Australia to Los Angeles, Singapore, Hong Kong and Tokyo, allowing large quantities of data transmission, including streaming.

Core Competencies

The Media and Entertainment industry is increasing quickly as customers continue to consume and stream content across a multitude of devices with the demand to consume in numerous forms be it written, digital, dynamic, video etc.

There are challenges for some longer standing incumbent providers as new digital models replace traditional business models. The landscape in this industry includes a variety of different categories with old media industries such as Free-to-Air TV, newspapers and magazines being about the only sub-sectors that are not facing growth as they explore new ways to leverage their brands.

macroDATA Datacentres provides a flexible solution that grows with a business needs and provides a solution that enables streaming, moving of massive data across the world in a secure and highly performant delivery.

- **Managing risk of downtime**: Content delivery systems need to be available 24/7. Business continuity planning, disaster recovery and redundancy are all challenges that are critical to risk management strategy and come with our solutions.
- **Managing cost:** As traditional advertising revenues shrinking, media businesses need to down-size operations and find new ways to create efficiencies and cost savings. We support Media companies to be nimbler, so that you can be faster to market with projects and service provisioning.
- **Managing IT performance:** Requires a lot of power to run systems and keep them temperate as well as infrastructure that can support heavy workload of media creation and delivery. Media solutions require high-speed transmission at low latency at an affordable price.
- **Managing connectivity:** Media providers have customers everywhere so developing intelligent, private networks that cover the diverse distribution of business, multiple locations with a view to eliminating latency and unreliable public networks. We offer high bandwidth, secure solutions that can move large volumes of data around the world.

Sovereign • Secure • Green Data

https://macrodata.solutions/
www.linkedin.com/company/macrodata/about/