

**There's a cloud that can**

BASE Media Cloud use Vodafone to  
launch an industry digital revolution



**Vodafone**  
Power to you



# The cloud that can grow with demand

The global media industry generates a lot of content. Indeed, by the end of 2018 there will be almost 100 million terabytes created every year. And the businesses that make up the sector will need somewhere secure to store it, as well as to easily access and deploy it wherever they are, at whatever time of the day or night.

To cope with the demand they are creating, the media industry needs to change its approach to technology. It needs a new way of doing things that represents a break from the old methods of hosting, storage and infrastructure development. One that looks ahead to a simple, strategic and intelligently designed approach, with the cloud at its centre.

BASE Media Cloud is on a mission to provide this. Redefining flexible cloud storage and workflow solutions for media and production companies that can integrate directly with media applications. For everything from broadcast footage to films.

Upon launch, and with demand exploding, the company needed a global partner with the scope to handle growth on an epic scale.

The startup selected Vodafone for its world-class infrastructure, high-speed network connectivity and managed private cloud services. And BASE Media Cloud's customers now enjoy a personalised storage service and instant, secure access to their content. Also, compared to traditional storage and retrieval systems, costs are dramatically reduced.





# The cloud that can set you free

Per square metre, London's office space is the most expensive in the world. Given the choice, most businesses would locate themselves elsewhere. Yet for the UK's media organisations, there is little choice. All the big players have their headquarters in the city, often in addition to sizeable production facilities.

According to BASE Media Cloud founder and CEO, Ben Foakes, being tethered to physical premises is an unsustainable burden. "It's no longer viable to maintain large facilities in Central London with all the fixed hardware and staff costs that this entails. Every other industry is moving to the cloud and we're doing the same for media."

BASE Media Cloud's groundbreaking pay-as-you-go service allows users to securely receive, store and distribute unlimited amounts of content via self-service web portals. Established in 2015, with Vodafone Cloud and Hosting as the provider of their first global data centre, they needed to get off the ground quickly.

"Being able to rationalise storage, network and IT into a single supplier was crucial for us," says Ben. "Having a reliable infrastructure with Vodafone meant we were able to build version one of our services speedily, but still sturdily."

Ben found that dealing with one partner allowed his business to simplify admin and concentrate resources on product development and customer experience.

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**Ben Foakes**  
Founder and CEO  
BASE Media Cloud



# The cloud that can move mountains

If BASE Media Cloud was going to successfully encourage the media world to migrate to the cloud, they would need a partnership that could address the sector's need for security, volume and speed. Already known for enabling businesses to become more digital, Vodafone is also the backbone of an industry-sweeping revolution.

BASE Media Cloud made its foray into cloud-based storage and delivery with an infrastructure hosted and co-managed by Vodafone.

"We chose Vodafone for the global coverage of their core network and the robust security they can offer. Clients that we host in Vodafone's facility like to know that our virtualised servers are monitored and managed every day."

Moving large amounts of data over a public cloud can be prohibitively costly. Private cloud allows BASE Media Cloud to control capacity, guarantee data sovereignty and improve performance. "Our partnership with Vodafone helps us to stay agile. We're not buying expensive equipment, so we have a low cost base and a minimal engineering footprint. Our revenue goes into products and talented people."

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# The cloud that can handle growth on an epic scale

A born-in-the-cloud startup with big plans to expand internationally, BASE Media Cloud rely on Vodafone's international data centres and mobile platform to make their services available wirelessly, wherever customers are. The company has already migrated to a hybrid cloud solution, connecting multiple clouds to Vodafone's London data centre.

With storage loads balanced between the data centre, private and public cloud solutions, customers simply log in over the internet to call up BASE Media Cloud's SaaS services. "It's such a simple, self-service

model, completely decoupled from fixed, physical kit," says Ben. "Agility is the way ahead for all industries. We are giving the media sector the high connectivity and bandwidth it needs to be ready."

Media companies are right to prioritise the safety of their data assets. BASE Media Cloud finds that Vodafone's backing adds weight and a trust factor to its offering. "Our clients are happy knowing their data is safe inside an ultra-secure, government-grade, tier 3 data centre. They like knowing that the Vodafone engineering team is looking after the infrastructure. That confidence frees up my team to focus on creating great media solutions."

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Discover how the cloud can help businesses to work smarter every day



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