



Signiant Corporate Overview

About Signiant:

Spun out of Nortel Networks in 2000 Signiant is a pioneering provider of Content Supply Chain Management software that empowers global organizations to automate, accelerate and simplify the movement of content within and between organizations. The Signiant solution enables global digital growth of the digital media concept “ingest once, use many”. Signiant is proven and trusted as the “golden standard” for enabling marquee customers to efficiently distribute their high-value content to increase revenue, create new business models, reduce costs and integrate with existing asset investments and partners. Signiant is headquartered in Burlington, MA with development facilities in Ottawa, Canada and offices in New York, Los Angeles, San Francisco, London, Munich, Paris and Singapore.

Business:

Signiant provides media companies, corporations, government agencies and service providers with enterprise software solutions that centrally manage, automate, accelerate and secure the movement of their critical digital content across their organization, supply chain and distribution partners. Multiple groups within an organization use Signiant to automate their specific content movement processes and workflows from a single management platform thereby providing an enterprise standard solution. The evolution of moving high-value based content over the internet or any IP based network is creating an incredible application and Signiant has it now.

Markets:

Signiant focuses on markets that have large amounts of high-value corporate content that must be shared with a global employee base and partner ecosystem. In the last three years, Signiant has focused heavily on Media and Entertainment (M&E) because the entire industry (news, sports, television, film, etc) is evolving from tape-based to digital file-based content movement. This is driven by the need to reduce production times, monetize content in new way, support the use of digital cameras, manage the explosive content growth driven by HD and 3D and deliver their content to multiple online distribution partners faster. There is also a growing need to move content between partner ecosystems who package and prep content for new platforms (e.g. mobile devices).

Some recent examples of Signiant use cases include:

- Enabling same-day-date release of the movie Avatar to over 100 countries in 18 languages
- Partnering with NBC on the Summer/Winter Olympics to deliver all VOD content to NBC's distribution outlets, CDN's and website - the largest VOD distribution event in history
- Achieving “tapeless game exchange” in 2009 between the 32 NFL teams for the first time in history
- Driving and certifying the delivery of file-based content to the Library of Congress for the LOC digital preservation of history project

There are drivers for many markets that will continue to increase the market size and growth opportunity for Signiant. For example:

- Healthcare is moving from “film to file” for medical image distribution
- Oil and Gas companies are sharing exploration data to comply with government mandates and to increase exploration effectiveness

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- Enterprises and Government organizations are increasing their use of video content distribution
- Hardware and software development companies are increasing their use of automated file movement to improve efficiency of their multisite development and design systems

The emerging “Cloud” market is also creating a massive horizontal opportunity for Signiant. According to several leading analysts, moving “big data” to cloud services, and moving content between cloud services is critical for enterprise cloud adoption. Signiant is creating bundled solutions with strategic partners such as EMC Atmos and Akamai to increase horizontal market penetration and to capitalize on the cloud market opportunity.

Customers:

Signiant has hundreds of customers around the world with a strong leadership position in Media and Entertainment. Signiant software has been used by many market leading companies to support business critical “file-based workflow” initiatives. Signiant has excellent customer loyalty and the majority of our customers act as references on our behalf. In the latest customer survey Signiant achieved:

- 95% maintenance renewal rate
- 92% very satisfied support rate
- 97% would recommend Signiant

Sample M&E Customers:

Broadcast and Film								
Cable Channels								
Broadband Services								
Media Services								
Sports								
On-Line								
								Content Syndication

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Sample non M&E Customers:

Public Sector		Financial Services		Technology		Healthcare
Telco		Energy		Consumer Products		

Products:

Signiant's software only technology is built upon a core heritage of reliability, openness and WAN/Networking/IP technical experts with patented and time tested technology deployed in hundreds of global organizations. A powerful central management capability combines with distributed software agents to allow content movement to be tracked, automated, secured and accelerated – a complete Content Management Supply Chain solution. New advanced features include multi-party/multi-tenancy, workflow modeling and multi-business transfers. Signiant solutions are highly scalable and our central management/distributed agent model provides operational efficiency at scale.

All users, including administrators, operators and non-technical business users, access the system using web browsers from anywhere in the world. Signiant's software is multi-platform, and the Signiant Service Oriented Architecture is open and extensible with SOAP web services for eternal control. Signiant connectors for interacting with third party services like transcoding, editing and asset management are easily created. The open and extendable nature of Signiant software makes it easy to configure specific solutions, bundle with other applications or to run Signiant software as a service.

Distribution:

Signiant markets and sells its products through a direct sales force, an inside sales force, strategic channel partners and OEM relationships with leading technology vendors.

Ownership:

Signiant is privately held and is financed by leading venture capitalist firms.