

Latin America's Largest Media Conglomerate Embraces Workflows in the Cloud

How Grupo Globo adopted digital transformation with Google Cloud, BeBop and HP Anyware



INDUSTRY:
Broadcast, Media & Entertainment



COUNTRY:
Brazil

WITH SUPPORT FROM:



Globo is Latin America's largest media company and the creators of a host of local, regional and national content. Based in Brazil, Globo's channels reach 100s of millions of people every day through free-to-air and paid TV channels, and digital platforms delivering news, sports and entertainment shows.

While most major media broadcasters work on-premises, Globo has embraced cloud computing. Instead of using the cloud to house only their data center, Globo is pushing to be more cloud-native to allow them to scale workloads.

In 2022, Globo partnered with BeBop Technology which integrates HP Anyware software into its virtual post-production platform, to deploy VFX workflows onto Google Cloud. The new deployment allows Globo to digitally transform its business so editors and VFX designers can work from nearly anywhere, including remote access from multiple regions across South America, to deliver projects.

Latin America's

largest

media company

#4

broadcaster in the world

Reaches

100 million

people daily

Objectives

- Move VFX machines to the cloud
- Ensure artists and editors can work from anywhere
- Reach targets to decrease carbon footprint

Approach

- Shift VFX workflows to Google Cloud
- Deploy BeBop using HP Anyware software to connect to virtual workstations

Business Outcomes

- Achieved flexibility in post-production workflows in the cloud
- Became more sustainable across the business to reach ESG goals
- Built an end-to-end solution for hybrid M&E environment



“We are already seeing multiple benefits from using BeBop and HP Anyware on Google Cloud. We are on track to produce more content for our daily and weekly shows, plus we can achieve our sustainability goals by deploying lightweight endpoints in hybrid environments while still getting the high-performance of heavy-duty on-premises workstations.”

Adonias Melo, Media Solutions Manager for Globo



Objectives

Moving post-production workloads to the cloud

One of the top five broadcasters in the world, Globo creates entertainment content at an ever-increasing frequency. Kip Schauer, Global Head of Google Cloud Media & Entertainment Partnerships shared with us that Globo is developing a huge number of telenovelas at rapid pace—even building up and breaking down massive sets, which is unprecedented in the industry. “That flexibility and agility is what Globo is really looking for in the cloud,” said Schauer. “The kind of technology that will give them the flexibility to bring up and down the resources that they need.”

Globo has been at the forefront of innovation in M&E for years now. They were one of the earliest broadcasters to create content for 4K and then 8K.

While most broadcasters continue to work on-premises due to the graphics-intensive nature of editing TV shows, designing visual effects, and post-production processes, Globo moved their data center to the cloud, even for heavy workloads. They have enhanced their use of Big Data and artificial intelligence (AI), and are prioritizing improved customer experience and satisfaction in the digital world through their over-the-top (OTT) platform that allows Globo to stream content directly to customers via the internet.

The move to cloud operations is a big commitment for Globo and they’ve partnered with Google Cloud to move to and run VFX workloads in the cloud.

Globo is also committed to ensuring that their artists and editors can effectively and productively work wherever they work best—whether that’s in the office, at home, or anywhere else. Globo needed a technology that would allow the VFX workstream to achieve the high-performance of being in the office even when artists were working from home, while maintaining the highest security parameters.

Additionally, Globo has stringent environmental, social, and governance (ESG) commitments to decrease their carbon footprint by 2030 and recycle existing resources.

“HP Anyware has established itself as a reliable solution for media and entertainment companies, particularly those that require high-end audio/video editing and rendering scenarios. For M&E companies, having the ability to deliver consistent quality, even with complex workflows, is critical for prioritizing performance and efficiency in this space.”

Kip Schauer,
Global Head of Google Cloud
Media & Entertainment
Partnerships

Projects 3

Search

GCP West US Adobe Cache Cache: Workstation Unmount x:

GCP VCEC West US Default Unmount k:

App Launcher

Ae Pr Ai Me Ps

“BeBop is a full end-to-end operating environment that acts as a force multiplier for creative teams, IT, enterprise teams, and finance and accounting teams at the same time.”

David Benson,
President and Chief Product
Officer at BeBop
Technology

Approach

Enabling Google Cloud migration with BeBop and HP Anyware

Direct-to-streaming platforms have more readily embraced moving to the cloud than larger broadcasters, who prefer to remain on-premises. But Globo is trying to encourage their partners to be more cloud-native instead of just using the cloud to host the data center. The company’s impetus to use scalable technology like the cloud is based on how quickly they can flex up and down workloads that don’t run all the time.

Moving Globo’s VFX workflows to the cloud was a massive task and required numerous elements. A cloud provider was the start—Google Cloud. But Globo also needed to maintain the high frequency of post-production on their many operations. David Benson, President and Chief Product Officer of BeBop Technology, described the core value proposition of BeBop as **“a full end-to-end operating environment that acts as a force multiplier for creative teams, IT, enterprise teams, and finance and accounting teams at the same time.”**

BeBop is a broker and set of technologies that gives users the ability to utilize virtual workstations via HP Anyware’s pioneering PC-over-IP (PCoIP) protocol. BeBop includes SSO integration as well as review and approval tools which are built for creatives and end-users.

HP Anyware’s PCoIP technology was and is the industry-leading remote protocol, which is why it was the basis for BeBop when we created it several years ago and remains an anchor of our whole platform today,” Benson explained. He added that for large enterprises like Disney and Warner Bros, HP Anyware’s PCoIP technology offers color accuracy and text clarity for colorists and finishing artists. For many BeBop clients, the PCoIP protocol’s AES 256-encrypted security gives IT peace of mind that they can be in compliance with Motion Picture Association requirements.

HP Anyware offers several security benefits to businesses—PCoIP technology only streams content from the host in the data center to clients in endpoint devices. Since no data ever leaves the data center, the

Solution at a glance

Software

BeBop with HP Anyware's PCoIP protocol

Hardware

On-prem lightweight devices

Cloud service provider

Google Cloud

chances of business information being intercepted, stolen or tampered with are significantly decreased.

Alongside security, productivity was top-of-mind for Globo. As Schauer explained, Globo was in conversation with Google Cloud about the shift to cloud, setting up a multi-year project to move several post-production workflows. Google Cloud offers Globo a variety of day-to-day tools as well as a host of open-sourced technologies that help the broadcaster modernize and become more agile and productive across the whole company.

Schauer added that Google Cloud and BeBop have worked together for years, enabling video editing on remote workstations. HP Anyware's PCoIP technology allows users to connect to graphics-intensive applications like Adobe Creative Cloud apps, Foundry's Nuke, Autodesk's Maya and 3ds Max, Maxon's Cinema 4D, and SideFX's Houdini.

Thanks to that existing partnership, the Globo VFX work stream on BeBop is being shifted to the cloud. **"The stack is Google Cloud with BeBop using HP Anyware's PCoIP protocol to allow the desktops to run so that Globo can get their work done,"** Schauer explained.

The Globo cloud project started small, moving 100s of VFX machines to Google Cloud, before expanding into other workflows. Fernando Castelani, the Globo account lead from Google's Cloud Consulting team, indicated a number of BeBop machines have already been deployed and are being used for rendering, editing and video production from editors' or graphic producers' homes.

Over the next few years, Globo plans to migrate the vast majority of editors and designers to workstations on Google Cloud, and enable them to work from anywhere through BeBop and HP Anyware.

Business Outcomes

Modernized processes and became more agile across the company

Castelani has seen the immediate benefits of Globo's move to the cloud: "Globo is decreasing their dependency on heavy on-prem hardware machines so they're able to use light PCs and desktops."



Initiated multi-year project to shift company to the cloud



Embraced a sustainable model instead of being tied to a CAPEX model



Become technology trailblazers by adopting cloud computing

Another benefit that Globo has achieved with BeBop and HP Anyware is reaching their sustainability goals. Globo has a variety of projects to reduce their carbon footprint and this VFX project is a big part of that. With HP Anyware software connecting to virtual workstations on BeBop, even the most lightweight devices can be used to interact with graphics-heavy content and applications. Instead of wearing machines down quickly, the same systems can be used for a longer period of time, thus reducing the electronic pollution the company creates.

HP Anyware's PCoIP technology has made cloud workflows easier for BeBop customers, such as Globo. "100% of our customers use HP Anyware's PCoIP technology because it's bundled into our software," said Benson. **"The software integrates so well with BeBop and works so seamlessly that it really doesn't require training for users."** All that clients need is a login and once they have access to the digital workspace, it's the same as working on any workstation.

HP Anyware offers a high-performance experience on BeBop even when using the most graphics-intensive applications. No matter where a user is working from, all they need is a network connection and they can interact with the company's digital workspace from any endpoint device. The user can work from any device, a PC, Mac®, laptop, Chromebook®, tablet, integrated monitor, Zero Client, or Thin Client. Anyware is compatible with many operating systems, including the BeBop OS, Windows®, Linux®, MacOS®, Chrome OS®, iOS®, or Android®.

With BeBop and HP Anyware, Globo has effectively been able to adopt the cloud for not just their data center but also their post-production workflows. And this is a just a sub-project of a larger cloud migration plan that encompasses many Globo divisions and workflows. Globo is reimagining and repositioning themselves as a pioneer in adopting new technology in the global M&E space. The partnership between Globo, Google Cloud, BeBop and Anyware has made it possible for Globo to achieve the agility of smaller companies on a much larger scale. And this is just the beginning for Globo—with this partnership in place, Globo will soon be able to shift almost all their workflows to the cloud, effectively changing the landscape of media and entertainment.

Learn more at hp.com/anyware

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