

From Manual to Modern: How TMT Insights Helped PBS Take Ownership of Its Media Supply Chain

Moving from legacy broadcast workflows to a cloud-based operation built for multiplatform scale



**Reaching the
Limits**



**The
Implementation**



**Single Unifying
UI/UX**



**Measurable
Efficiency**



**Building for the
Future**

As PBS evolved from a traditional broadcast model to multiplatform distribution, the demands on its media supply chain changed dramatically. Content volumes and delivery requirements continued to grow, while legacy on-premises systems made it increasingly difficult and expensive to keep pace.

For years, PBS extended the life of those systems through added automation and new delivery paths. Eventually, that approach reached its limits. Work was spread across disconnected tools and processes, creating manual handoffs, limited visibility, and increasing costs.

PBS engaged TMT Insights to architect and implement a unified, cloud-based media supply chain capable of supporting every distribution channel. As PBS's professional services partner, TMT redesigned and engineered workflows across the content lifecycle, implemented SDVI Rally to power media processing and automation, and deployed TMT's Polaris platform as the operational layer connecting Rally with the other systems that power PBS's supply chain.

Reaching the Limits of a Legacy Model

Rising distribution demands, combined with the need to control costs and maintain a lean team, made it clear that PBS needed a more scalable operating model.

“We couldn't hire our way through the volume,” said David Field, VP Content Operations for PBS. “Modernizing was the only way to keep up.”

Fragmentation was at the heart of the challenge. Work was spread across multiple systems that did not share information, requiring operators to move between tools and manually piece together the status of a title. There was no single, reliable view of where content was in the pipeline or where issues were emerging.

“When something went wrong, we often found out too late,” Field said.

PBS needed more than new technology. It needed a new operating model that could automate routine work while preserving operator visibility and control when human intervention was required.

The Result:

A nearly 50% reduction in the cost to produce each distribution file, a similar reduction in the number of tools required, and a scalable operational foundation built for continued growth.

PBS conducted a competitive assessment to identify the right technology and implementation partner for its future-state supply chain. Following that process, PBS selected TMT Insights and a solution built around SDVI Rally and TMT's Polaris platform.

As the largest global implementer of SDVI's Rally platform, TMT brought extensive experience architecting and deploying environments at scale, combined with deep media supply chain expertise and its own Polaris operational management platform. This combination gave PBS a partner that understood both the underlying technology and the broader operational transformation required to bring its future-state supply chain to life.

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David Field

VP, Content Operations, PBS



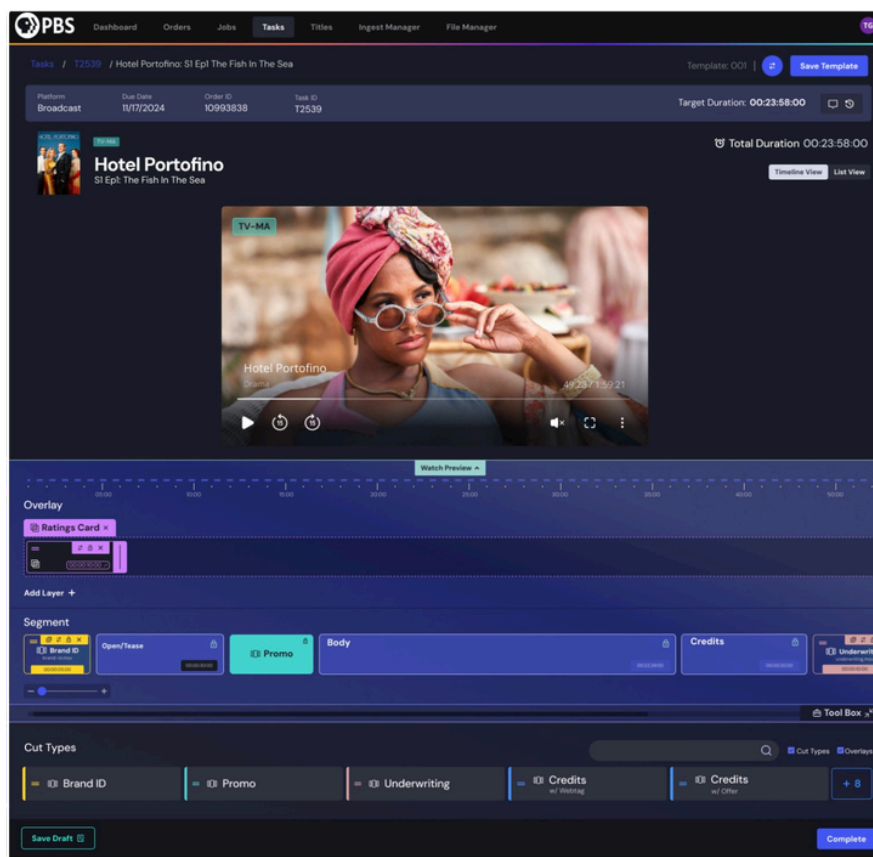
More Than a Software Implementation

With TMT selected as its transformation partner, PBS began redesigning its supply chain rather than simply moving existing processes to the cloud.

TMT architected the new environment and engineered workflows spanning ingest, QC, packaging, and distribution. The team implemented SDVI Rally to execute automated media processing workflows and integrated it with the broader ecosystem of systems supporting PBS's operations. TMT also managed the complex work of migrating and normalizing PBS's existing content library, as well as building a custom packaging module fit for purpose, as operations transitioned away from legacy infrastructure.

"We weren't just rebuilding their supply chain to serve new content going forward," said Chris McCarthy, Vice President, Media Solutions at TMT Insights. "In parallel, we had to repackage, normalize, migrate, and seamlessly integrate PBS's vast archive of legacy content into an entirely new workflow."

Just as importantly, TMT designed the engagement around PBS ultimately taking ownership. Knowledge transfer, training, and operational runbooks were incorporated throughout the implementation so PBS teams could manage, maintain, and extend the environment themselves.



Polaris User Interface - PBS Custom Packaging Tool



One Place to Run the Operation

With the underlying cloud supply chain in place, Polaris provides the centralized operational layer across SDVI Rally and the other subsystems that power PBS's media supply chain.

Rather than requiring operators to move between individual systems to understand what is happening, Polaris gives PBS one place to manage orders, monitor pipeline status, communicate around work, and identify and resolve exceptions.

Teams that once worked independently across disconnected systems now operate within a shared environment. Communication stays tied to each order, while exceptions are surfaced and assigned as they occur rather than discovered downstream. Operators have centralized visibility across the supply chain, and decisions that once required manually assembling a status report can happen in the moment.

"Polaris was the right fit for PBS because it gives operators the visibility and control to monitor content as it moves through the supply chain at scale," McCarthy said. "They can manage and distribute content, new or old, through one unified operational environment."

Measurable Efficiency at Scale

Through workflow automation, system consolidation, and centralized operational management, PBS has reduced the cost to produce each distribution file by nearly 50%, while reducing its toolset by roughly the same amount.

Routine steps that previously required manual intervention now happen automatically. Legacy systems are being retired, and incoming work has been centralized so requests enter through one operational queue rather than scattered inboxes and systems.

"The clearest change is how little babysitting the pipeline needs," Field said. "Steps that used to require an operator to move a file along now run on their own. We've pulled work off older systems so we can retire them, and we centralized how work comes in."

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Chris McCarthy

VP, Media Solutions, TMT Insights



Building for the Future

PBS is no longer constrained by a fixed broadcast technology stack. Its cloud-based foundation allows the organization to add workflows, technologies, and distribution endpoints as requirements evolve without rebuilding the supply chain each time.

“We can add workflows and endpoints as distribution changes without rebuilding everything each time,” Field said.

As the new workflows went live, TMT worked closely with PBS to transition day-to-day ownership to its internal teams through hands-on training, documentation, and knowledge transfer. Today, PBS has the expertise and control to operate and evolve its supply chain independently, with dedicated product ownership and a roadmap for continued improvement.

That independence does not mean going it alone. TMT continues to advance Polaris with new capabilities that PBS can incorporate as its needs evolve, while remaining a trusted partner ready to provide additional expertise and support when needed.

“The lasting value is that we have control of our own destiny,” Field said. “We have the knowledge and capability to run and evolve the platform ourselves, but we also know TMT is continuing to innovate and is there when we need them.”

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