Benefits of Vantage TrafficManager over FlipFactory TrafficManager

This product bulletin provides a comparison of the features and benefits of Vantage TrafficManager over FlipFactory TrafficManager

Overview

Telestream FlipFactory and FlipFactory TrafficManager were phenomenally successful products with broad installed bases for the past decade. With the recently announced end of life for FlipFactory, and considering that FF-Traffic-Manager is at the heart of the revenue generating ad workflow, customers should consider the advantages of upgrading from the legacy FlipFactory system to the Vantage TrafficManager platform.

In order to ensure continued operation, Telestream recommends that upgrade planning should start as soon as possible. Our sales engineering staff has helped many customers go through this upgrade process, and are ready to assist.

The FAQ and comparison table below provides information on the benefits of upgrading to Vantage TrafficManager.

FAQ

What is Vantage TrafficManager?

Vantage TrafficManager is a complete solution that streamlines content handling for TV stations and cable facilities. It includes the tools to enable personnel in traffic, editing, and production departments to manage ingest, transcoding and dublist reconciliation, and perform review & approval steps to ensure spots and shows are ready for air when they are needed.

Where FlipFactory TrafficManager was a transcoding solution with integration to third-party traffic, playout and automation systems, Vantage TrafficManager expands on that with a scalable workflow management system with media management and content analysis tools, workflow review and approval tools, and ingest management tools for national and local media content.

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What is Vantage TrafficManager? (continued)

In addition, Vantage TrafficManager includes advanced third-party connections and notifications using a variety of interconnection methods, such as BXF.

When is the end-of-support date for FlipFactory TrafficManager?

FlipFactory and FlipFactory TrafficManager will go end-of-life at the end of June, 2015 and end of support at the end of 2016.

Can my existing FlipFactory factories and third-party notifications transfer to Vantage TrafficManager?

Telestream will work with you to transfer existing FlipFactory functionality to equivalent workflows in Vantage TrafficManager, and will cover the many additional features available to you that are included with Vantage TrafficManager.

Vantage TrafficManager also includes a large number of third-party traffic, automation, and ad delivery integrations. Telestream Sales Engineering personnel can assist you in evaluating the requirements of integrating with legacy and new third-party systems.

PitchBlue Considerations

Question: I have a FlipFactory system that is either a FF-PB or an FF-PBDOLBY. What facility is made for these systems when upgrading to a Vantage SKU?

Answer:

- Soon, PitchBlue will be switching to 5.1 audio via AAC-LC, rather than DolbyE.

- 720P will be available to providers as an input format to the Magnubox. The server will continue to provide the station with the option of selecting a 480i, 720P or 1080i HDSDI output.

- AFD, if provided by the program suppliers, will be included the SMPTE 2016-1 specification.

- The Magnubox will be able to transcode to MPEG2/SD and playback MPEG4 HD concurrently

  Telestream customers who are migrating from FlipFactory, FlipFactory TrafficManager or FlipFactory NewsManager to Vantage Transcode Pro, Vantage Transcode Pro Connect, or Vantage TrafficManager will be able to use the decoders and transcoders supplied with those systems to manage the new PitchBlue formats.

Question: How do I know if I require Vantage Transcode Pro, Vantage Transcode Pro Connect, or Vantage TrafficManager for my system upgrade?

Answer: In most cases, FlipFactory TrafficManager and FlipFactory NewsManager customers will upgrade to Vantage TrafficManager for Broadcast (which includes Vantage Transcode Pro Connect) or to Vantage Transcode Pro Connect. An upgrade from FlipFactory to Vantage Transcode Pro should only be considered if you will not be delivering to a broadcast server or Avid system. Contact your Telestream sales person for more information and a complete evaluation of your upgrade requirements.

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Feature Comparison Matrix

Feature / Benefit	Flip Factory Traffic Manager	Vantage Traffic Manager	Comments
System Management			
Catalog System	No	Yes	The Vantage catalog system is a media management hierarchy that allows spots and other content to be manipulated independently of the jobs that generated them.
System Scalability	Limited	Yes	Vantage allows manipulation of a far greater number of spots than could be managed by FlipFactory. For example, a single Vantage system can efficiently handle hundreds of thousands of spots. This is due to the advanced database structure of Vantage, and its expanded job status view.
User Interfaces	Java Only	Windows® application and Web-based UI's	Vantage TrafficManager includes user application portals which run either as Windows applications or in a Web browser. These applications are accessible via log-in credential accounts, and the overall Vantage configuration is via a comprehensive Management Console that runs directly on the Vantage server.
User Administration	Locally via FlipFactory UI, often requires Registry Editing	Via Vantage Management Console or Windows Active Directory	Vantage makes it easy to administer system setting and configurations, create user accounts, create workflow portal and review and approval portal configurations, and to create dublist schemas for the dublist monitor that is included with Vantage TrafficManager
Job Status Views	Limited	Yes	Vantage TrafficManager includes the ability to have both overall system views and job specific views. These can be restricted by user logins.
Easy-to-Read Change Logs	No	Yes	Vantage provides logs that can tell administrators who made changes to Vantage and when the changes were made.
Content Delivery Destination Records	Yes, but requires user to type in UNC path and credentials	Yes	Vantage delivery destinations are kept track of in an Address book, which makes tracking delivered content and changing delivery destinations as fast as a couple mouse clicks.
Advanced Array Configurations	No	Yes	A core strength of Vantage is the ability to configure Array's that can be fully or partially redundant to ensure that workflow operations continues if a node experiences a problem. Vantage Arrays can provide intelligent and configurable load balancing to prioritize the content processing that is the most important.
Transcoding			
16 bit YUV Transcoding	No, 8 bit RGB Only	Yes	Vantage includes a modern and highly advanced transcoding engine that is fast, efficient, and produces superior quality for professional video formats.
Pause and Resume Transcode Jobs	No	Yes	Vantage includes the ability to pause and restart transcode jobs manually and automatically. Transcodes resume from the point they were paused rather than starting over.

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Advanced Content Operations			
Advanced CODEC Support	Limited	Yes	Vantage supports many advanced CODEC formats, like X264, X265, and HEVC
Combined SD and HD Workflows	No, SD and HD workflows needed to be separated	Yes	Vantage includes the ability for flexible and dynamically adaptable workflows to be built. One workflow can process content (SD, HD, 4K, etc.) and can even perform simultaneous transcodes for multiple file operations.
Analysis of Incoming Spots and Media	No	Yes	Vantage TrafficManager includes Vantage Analysis Pro, a comprehensive package that can perform advanced analysis on content and make automated decisions for things like slate and color bar detection, audio analysis, height, width, aspect ratio, and other parameters. The Analysis tools can sort and process content intelligently, deciding proper processing paths dynamically and automatically.
Analyze Audio for CALM Act Compliance	Yes, but requires multiple factories to accomplish	Yes	Vantage TrafficManager can perform analysis and adjust the audio to meet CALM compliance in a single workflow.
Visual Closed Caption Verification	No	Yes	Vantage TrafficManager includes licenses for the Workflow Review and Approval Portal, which includes an integrated player that provides for closed caption viewing and safe area markers.
Upload Portal for Local Content Ingest	No	Yes	Vantage TrafficManager includes a station branded upload portal for local and regional spots. Local advertisers get unique accounts and a web-accessible portal for uploading their spots with metadata. Combined with Vantage's advanced analysis tools, this content can be checked for spec compliance automatically and the uploader can be notified of issues – all without requiring the involvement of station personnel.
Metadata Analysis and Extraction	Limited	Yes	Vantage TrafficManager includes powerful tools for metadata analysis and metadata extraction from content can be automated in the workflow, and pass that metadata (along with new metadata) through the workflow for use in downstream actions, decisions and notifications.
Performance			
GPU Acceleration	No	Yes	The optional Vantage Lightspeed server incorporates GPU's to massively accelerate transcoding and can be used in a mixed CPU/Lightspeed environment to dramatically increase transcode speeds.

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Feature / Benefit	Flip Factory Traffic Manager	Vantage Traffic Manager	Comments
Third-Party Integrations – Included with Vantage TrafficManager except where noted Call us if you have an integration requirement that is not listed below			
Dublist Verification	No	Yes	Vantage TrafficManager includes the Dublist Monitor, which provides prequalification, automatic and manual dublist expiration, and one button re-submit features. Personnel in any department can quickly identify missing content before air time.
Aspera Uploads in the Upload Portal	No	Yes, with Aspera Connect	An optional feature which integrates seamlessly into a station's Aspera server for client spot uploads and file transfers.
Third-party Connectors for External Systems	No	Yes*	Vantage TrafficManager (for Broadcast) includes Transcode Pro Connect and also offers optional third-party Connectors to integrate third-party systems into workflow operations, like Dolby, Baton, Digimetrics, Aspera, and others.
*Note that Vantage Connectors are sold as options. Call for more information.			
Adstream Ad Delivery Catch Server Integration	No	Yes	Custom catch server action in Vantage Traffic-Manager
BrightLogic Automation Notification	Yes	Yes	Via Stylesheet data interchange.
Centaur Ad Delivery Catch Server Integration	Yes	Yes	Custom catch server action in Vantage Traffic-Manager
Comcast Ad Delivery Catch Server Integration	Yes, but was called Radiance	Yes	Custom catch server action in Vantage Traffic-Manager
Crispin Automation Notification	Yes	Yes*	*Notification via Stylesheet released with Vantage Traffic-Manager v6.3 UP2. Support for additional functionality is planned for a future release. Contact Telestream Sales for more information.
BXF Dublist Support	No	Yes*	*Support for WideOrbit BXF Dublists was released in Vantage TrafficManager v6.3 UP2
Avid DDMS Ad Delivery Catch Server Integration	Yes	Yes	Custom catch server action in Vantage Traffic-Manager
Extreme Reach Ad Delivery Service Catch Server Integration	Yes	Yes	Custom catch server action in Vantage Traffic-Manager
Florical Asset Collector	No	Yes*	Notifications from Vantage TrafficManager to Asset Collector can be made using the FFPush notifier. Florical has also integrated to the Vantage API for additional functionality, contact Florical for more information on supported features.
Florical FFPush Automation Notification	Yes	Yes	Vantage supports FFPush notifier for legacy Florical systems, as well as for Asset Collector.
Fotokem Catch Server Integration	Yes	Yes	A special Fotokem configuration of the Vantage TrafficManager Generic Catch action is available.

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Feature / Benefit	Flip Factory Traffic Manager	Vantage Traffic Manager	Comments
Harris (Imagine) Automated Ingest / ADC Automation Notification	Yes, AI included FlipFactory	Yes	The Vantage TrafficManager ASDB Notifier will be shipping with Vantage 6.3 Update Pack 4 (Q4-2015) and will support most legacy Harris AI / ADC ASDB systems. Contact Telestream Sales for more information.
Hula MX Ad Delivery Catch Server Integration	Yes	Yes	Custom catch server action in Vantage Traffic-Manager
General HTTP Automation Notification	Yes	Yes*	*Expected release of this general HTTP notification is Q4-2015. This feature will provide an alternative means of sending a notification to most systems that support this means of input. Call for more information.
General Purpose Catch Server Configuration	No	Yes	This feature enables the creation of a catch server schema that works with most ingest media + sidecar metadata requirements. This feature was released in 6.3 UP2.
Grass Valley (Miranda) iTX Automation Notification	No	Yes	Via custom integration with iTX.
Imagine Nexio Motion 4 (formerly Harris Invenio) Automation Notification	No	Yes*	*Imagine has integrated Vantage TrafficManager via the Vantage API. Contact Imagine for more information on features supported in Motion.
Javelin Ad Delivery Catch Server Integration	Yes	Yes	Custom catch server action in Vantage Traffic-Manager
Mijo Ad Delivery Catch Server Integration	Yes	Yes	Custom catch server action in Vantage Traffic-Manager
NVerzion Automation Notification	No	Yes*	In most cases, an NVerzion-formatted stylesheet notification will work. Contact Telestream Sales for more information.
Novar (Harris-Imagine) Traffic System	Yes	Yes	Download app note from Telestream web site for more information on configuring Vantage TrafficManager with Novar.
On the Spot Media Ad Delivery Catch Server Integration	Yes	Yes	Custom catch server action in Vantage Traffic-Manager
Pathfire DMG Ad and Content Delivery	Yes, Pathfire boxes included FlipFactory	Yes*	Vantage TrafficManager can ingest Pathfire content. Telestream and Extreme Reach are collaborating on additional metadata features, planned for a future release. Call for more information.
Pebble Broadcast Automation Integration	No	Planned	Support of Pebble Broadcast Automation notifier is planned for a future release. Call for more information.
PitchBlue Content Syndication System	Yes	Yes*	Vantage TrafficManager can ingest PitchBlue content. Telestream and Vigor Systems are collaborating on additional metadata features, planned for a future release. Call for more information.

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Smartjog Ad Delivery Catch Server Integration	No	Yes	Custom catch server action in Vantage Traffic-Manager
Sundance (Avid) Automation Notification	Yes	Yes	This feature was released in Vantage TrafficManager v6.3 UP2
SpotGenie Ad Delivery Catch Server Integration	Yes	Yes	Custom catch server action in Vantage Traffic-Manager
Spottrafic Ad Delivery Catch Server Integration	Yes	Yes	Custom catch server action in Vantage Traffic-Manager
Variable Dublist Configuration Schema	No	Yes	Dublist schema in Vantage TrafficManager that allows for dealing with spaces and extraneous characters in a dublist format. Call for more information.
Video Express Catch Server Integration	No, but works with a generic schema	Yes	This feature was released in Vantage TrafficManager v6.3 UP2
Vyvx (Level 3) Ad Delivery Catch Server Integration	Yes	Yes*	*Via generic catch server configuration, released in Vantage TrafficManager v6.3 UP2
Yangaroo / DMDS Catch Server	Yes	Yes	Custom catch server action in Vantage TrafficManager
Special TrafficManager for Cable Features (Features below are unique to the Vantage TrafficManager for Cable)			
Robust Transport Stream	No	Yes	Vantage TrafficManager for Cable can create a robust transport stream file with the IPTV VOD Action, with 16 bit YUV encoding and Manzanita multiplexing.
Decode Once, Transcode Multiple Flavors	No	Yes	Vantage TrafficManager for Cable's IPTV VOD workflow allows you to decode the source file once and then only transcode the video stream flavors you want independent of the audio, and then have everything multiplexed via Manzanita. This makes the transcoding of multiple flavors (SD, 720p and 1080i for each source) much faster than FlipFactory, because FlipFactory decoded the source file each time you needed to make a new flavor and it transcoded the audio each time as well.
Pre-configured dublist monitors	No	Yes	Vantage TrafficManager for Cable includes pre-configured dublist monitors for easy integration with Novar, Eclipse and many other Traffic systems.
Integration with Third-party Ad Insertion Systems	Yes	Yes	Vantage TrafficManager for Cable easily integrates with SeaChange, MVL and Arris ad insertion systems (as well as other ad insertion systems)

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