

INTEGRATION AND SUPPORT FOR JOYCE MEYER MINISTRIES

CASE STUDY

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OVERVIEW

Joyce Meyer Ministries was using an aging toolset in Apple's Final Cut Server, a media asset management and workflow automation system, and needed to migrate to a new media asset management system. This was a particularly complex transition, taking nearly a year to complete. They also needed ongoing, reliable support for challenging technical problems. Chesapeake Systems not only delivered solutions, but established a vibrant, healthy relationship with Joyce Meyer Ministries, which continues today.

ABOUT JOYCE MEYER MINISTRIES

Joyce Meyer Ministries is a global, Christian-based nonprofit organization headquartered in Fenton, MO. Through nine international offices and 24 field offices, the organization supports global humanitarian efforts and utilizes media to help people incorporate Christianity into their everyday lives.

Joyce Meyer Ministries relies on a robust media presence including:

- More than 300 annual episodes of the flagship TV program, “Enjoying Everyday Life,” which airs on 500 stations and networks around the world in more than 70 languages
- Facebook 11M+ Likes
- Twitter (@JoyceMeyer) 4.1M Followers
- Instagram (@joycemeyer) 712K Followers
- YouTube 100K + Subscribers on U.S. channel
- More than 226K Followers on Periscope

Eric Grau, Manager of the Media Asset Management Department at Joyce Meyer Ministries, runs a team that consists of about a dozen people. This department manages media from the cradle to the grave and is responsible for ingesting, and tagging the media off of SD as well as SXS cards, and renaming files after they come off the camera to files that will be ingested into the MAM.

“It’s a very substantial amount of media that flows daily through our pipeline,” Grau said.

“During our initial onsite walkthrough with Eric and his team, our eyes were opened to just how much content is produced and managed at Joyce Meyer Ministries. Their existing infrastructure and team organization across studios, production, post, finishing, and distribution was impressive. This represented to us just how devoted they are to spreading their message in a modern video-centric way.”

- Jason Paquin,
Chief Technology Officer
Chesapeake Systems





CHALLENGES BEFORE CHESAPEAKE

- Joyce Meyer Ministries knew Apple's Final Cut Server was what was considered an end-of-life platform that was no longer being supported by the manufacturer. This put them in a precarious situation, and they needed to migrate to a new media asset management system that would successfully serve their needs moving forward.
- Joyce Meyer Ministries also needed robust, capable, ongoing support of their systems.

As capable as the Joyce Meyer media team is, integration of an asset management system wasn't in their own wheelhouse on their internal media asset management team. They also knew the level of complexity involved with transitioning out of this particular MAM. Joyce Meyer Ministries met with Chesapeake Systems at the National Association of Broadcasters (NAB) show in Las Vegas to learn more about their capabilities.

"We thought Chesapeake Systems had the chops and wherewithal technically, but I think what Chesapeake also has is the ability to connect relationally," Grau said. "They are so capable, personable, approachable and relationship driven."

“ We were coming into a sophisticated, well-organized operation with Joyce Meyer Ministries. They were ahead of the curve. They just had this legacy challenge that needed to be brought into the future with this new Reach Engine platform that was going to continue to meet their needs.”

- Nick Gold,
*Chief Revenue Officer and Solutions
Consultant for Chesapeake Systems*

“ We found during our initial conversations with Joyce Meyer Ministries that while their focus was on migrating off of their legacy toolset, there was also a great opportunity to achieve a more efficient and effective overall workflow for them by choosing the right new product to integrate into the environment. We found that in Reach Engine because of the in-depth workflow automation capabilities. This allowed our team to focus on not just migrating from a legacy MAM to a modern MAM platform, but also to evaluate and achieve a migration of more manual metadata entry and archive/restore workflows to new automations in Reach Engine.”

- Jason Paquin

As a secondary issue, Joyce Meyer Ministries needed reliable technical support that was beyond the in-house team's capabilities.

HOW CHESAPEAKE SYSTEMS HELPED

Chesapeake Systems had a deep on-site conversation with the Joyce Meyer Ministries team that really got to the heart of what they needed. Joyce Meyer Ministries appreciated Chesapeake Systems' experience-driven information on the automation capabilities of Reach Engine, as well as a comparison and overview of additional MAM options, and the customization of those options.

“MAM is almost as important as media itself, because it's driving workflows and how you find your media, and it warehouses a lot of metadata that has high value to you. So, you can be very dead in the water without a MAM. The project of integrating a new MAM into an already existing workflow/infrastructure is about as complicated and sophisticated a project we do at Chesapeake.”

“In the case of Joyce Meyer Ministries, not only did we migrate an entire database of metadata into a whole new database, carefully preserving the original metadata set, but Joyce Meyer Ministries had also incorporated some of their own technology to handle that automation. So we needed to at the very least replace, and even better, improve, all the automation work that Apple's Final Cut Server was doing in the new Levels Beyond Reach Engine Management System - and we also had to make sure Reach Engine was properly hooked into their in-house systems.”

- Nick Gold

The trade out from Final Cut Server to Reach Engine was substantial and took close to a year. It involved:

- Five years of database records and their associated assets
- 185,000 assets and the associated metadata attached to those assets
- Extracting and syncing a substantial database record set from LTO tape archive to Reach Engine

“It was extremely critical that Chesapeake Systems know how to extract the Final Cut Server database and all of the records, assets and metadata associated with those assets and preserve that to the new media asset management system,” Grau said.

“In our experiences, with many of our clients, when migrating from a pre-existing MAM onto a new platform, migration tools developed by third parties or the MAM vendors commonly do not meet all of the client's needs. Each client's use of record types, metadata, automations, and other organizational structures are unique to them. This uniqueness is part of the benefit of a good MAM or PAM platform that you often want to retain. We were given a clear expectation from Joyce Meyer Ministries to retain this uniqueness in their use of MAM, and we met that challenge through a deep review of their usage followed by customization of migration workflows to retain and enhance that organizational structure and metadata content from one system to the next. This customization ranged from the choice to only migrate pertinent metadata, to migrate text fields in one system to new pick list fields in another, to migrate particular productions from Final Cut Server to collections in Reach Engine, while also keeping in context previous usage of sub-productions that don't translate equally from one system to the next. All of this attention to detail meant that the new platform met their needs more effectively, while also bringing enhancements as a result of the migration wherever possible, and the change management when adopting Reach Engine at the end user level was more streamlined.”

- Jason Paquin

After project completion, to address ongoing system administration requirements, Chesapeake Systems offered a Maintenance and Support Agreement for 2016 to Joyce Meyer Ministries to keep them up and running.

“Our support team is augmenting their own technical support team so they can be more effective without having to bring in more dedicated man power.”

- Nick Gold

OUTCOME:

The integration was a success.

"It was a very complex project and they did a fantastic job," Grau said. "They accomplished what we asked them to do. When all was said and done, we were very pleased with the work."

"They have done a knockout job with the first year of the MSA (Maintenance and Support Agreement)," Grau added.

“ We are now in conversations about the next round of Joyce Meyer Ministries' infrastructure evolution. So this relationship that started as a project became a 24-7 support relationship, and now we are being used by them as almost an in-house consulting group. When we talk to one another it's not like a conversation between a vendor and a customer. It's a mutually beneficial conversation among partners and it really does feel like we're part of one team.”

- Nick Gold





LIFE BEFORE CHESAPEAKE VS. NOW

"Before Chesapeake Systems began supporting our hardware and software systems, there were times when we rolled our sleeves up and waded through complex challenges," Grau said. "We got the best minds in the room but a lot of times fell short. Since we signed an MSA with Chesapeake Systems, it's been a night and day difference."

"They have worked on very crucial things for us and performed exactly how we expected and needed them to," Grau said. "We needed it — they did it."

“Joyce Meyer has done such a good job of really thinking ahead of their needs, of any crisis arising, and being proactive in charting a strategy for how they are going to evolve in an environment that, because we're part of the tech industry, is evolving every few months. Their proactive approach to that and really mining the resources they have in us and others is really helping them be one of the more successful media operations we work with.”

- Nick Gold

This case study demonstrates ways that Chesapeake Systems can help organizations develop a successful MAM strategy and implementation along with the benefits of a MSA.

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YOUR ORGANIZATION?**

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