



Arvato Systems – Broadcast Solutions & Vidispine

# Portfolio & Branding Evolution

Frequently Asked Questions

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## Why is the brand changing?

Since the acquisition of Vidispine by Arvato Systems, despite being increasingly integrated in terms of technology and operations, the two brands have continued to go to market as separate entities with parallel marketing and account management activities. As the product portfolios become increasingly joined, such as applications becoming available on VidiNet for example, it seems only natural to unify the technologies under one “go-to-market” brand that reflects the audience that joined portfolio addresses.

## What is a “go-to-market” brand?

A go-to-market brand reflects the innovative strength of a company and its’ expertise in specific industries and represents a global brand message and vision targeted at a specific audience – in this case that audience is organizations who make money from video (and associated media), such as broadcasters, or people who use video to support their business, such as e-commerce.

It also defines the branding structure for the product portfolio and also the way we present that to the market, for example the website, brochures or a exhibition booth – so next time you see us at a tradeshow, look out for Vidispine.



## What does this merging of the brands mean to me as a customer?

As an existing customer, there will be very little change – we will still strive to offer the best solutions and services on the market. There will be no changes to how you receive support or the project teams you work with. Obviously, with the portfolio coming together, and some product names changing, there may be some visual differences in future software updates and potentially some changes to things like release numbering as we bring that in line. Since we have already integrated our technologies and, for example, our enterprise media asset management customers can take advantage of scale-out media services with VidiNet – the rebrand doesn't change that, but it should make it much clearer as to which portfolio elements now fit together and where.

We invest a lot in our community with regular user group events and this is something we want to focus on going forward too. Unfortunately we won't hold any "in person" events this year, but activities that support our community of users, developers and partners form a significant part of our plans going forward.

For new or potential customers and partners, coming to us for the first time, it's a little bit different. These changes will make it a much easier portfolio to understand and explore. Of course it also means a single contact point.



## Which business units/products are affected?

The complete current product portfolios of Arvato Systems Broadcast Solutions – the product suites previously known as "VPMS" and "BMS" - and Vidispine will be brought together under this change. Below is a list of products covered and their new names under the change

Old Name	New Name
Vidinet	VidiNet
Vidispine Server	VidiCore
VaaS	VidiCore
VDT - Vidispine Development Toolkit	VDT - VidiCore Development Toolkit
VPMS MediaEditor	VidiEditor
VPMS MediaPortal	MediaPortal
VPMS Origin	MediaIngest
VPMS Platform	VidiFlow
VPMS EditMate	EditMate
BMS AdStore	AdStore
BMS S4AdOpt	AdOpt
BMS Avatega	Avatega



## Are there any new product releases imminent under the new brand?

Yes, but you'll have to wait for that news.



## Will the Arvato Systems name be phased out?

No. Arvato Systems is active in many markets and an award winning employer – as a brand, it's therefore hugely important to our employees and customers across the globe and, as a go-to-market brand, Vidispine will have strong connections to the Arvato Systems parent brand, both in terms of brand values and visual identity.



## Will you still be using the Bertelsmann brand?

Of course, we are proud members of the Bertelsmann family.



## Will there be any job losses as a result of the merging of the two brands?

No, not at all. Operationally, we will join the sales and marketing teams who represent the unified portfolio - that may mean a change in "account" management for small number of customers – but we will be making the most of the combined resources, not cutting roles.



## What does this mean for customer support of Arvato Systems products?

Customer support contacts will remain the same for all customers.