

Marquis Consulting



marquis
structure for the future

Broadcast, Telecommunications and Multi-Media

www.marquisconsulting.co.uk

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The Marquis Vision

Marquis was founded by a group of broadcast professionals with a combined experience of more than 100 years, working on the challenges of the digital media revolution.

The founders and key staff have been at the forefront of the introduction of file based production and play-out systems into some of the largest facilities, newsrooms and transmission centres around Europe. This experience has shown that while the choice of technology is important, it is the application of technology to deliver business requirements and the correct identification of the processes, that are the prime drivers of a truly successful project.

Company Background

Marquis was established in 1999 with the objective of encouraging its customers to focus on the process rather than the technology. The company has developed an expertise in making these processes work in environments that are often multi-vendor. This approach toward the implementation of new technology has made Marquis renowned across the international broadcasting community as a leading provider of advanced media integration software, workflow design studies and a wide range of consulting services.

Consultancy

Marquis Consulting, delivers a varied portfolio of consultancy services to the broadcast and new media industries.

Each of our consultants has a proven track record, enjoyed a successful career over many years and brings extensive knowledge coupled with a practical approach to solving the many challenges that our clients deal with on a regular basis.

The consultancy practice can help clients to identify solutions that demonstrably improve their existing operations and develop new business initiatives in the most effective way.

We are able to call on a broad skill & experience base either from our own staff or our extensive list of associates and associated companies. This enables us to address virtually any technical, operational, managerial or process related issue that our clients may have.

Clients have come to rely on our integrity, impartiality, experience, expertise and commitment to delivering first class solutions to challenges of all sizes.

Services

Marquis Consulting, delivers a varied portfolio of consultancy services to the media and broadcast sector:

For Broadcasters and Media Companies

- ▶ Technology Strategy
- ▶ Program/Project Delivery
- ▶ Operations Process
- ▶ Multi Media & IPTV
- ▶ Telecommunications
- ▶ Feasibility Studies & Market Research
- ▶ Solution Design
- ▶ Channel Start Up
- ▶ Technology & Operations Auditing
- ▶ Training Skills Management
- ▶ New Technology Transition Management
- ▶ Project Management
- ▶ RFP Development & Analysis

For Investors, Media & Communications Industries

- ▶ Business Continuity Planning
- ▶ Disaster Recovery Planning
- ▶ Business & Process Re-engineering

To derive maximum value for our existing or potential clients, we recommend every consulting opportunity start with an open, co-operative and inclusive discussion in order to fully define the project before any assignment begins.

Technology Strategy

Technology developments and innovations are occurring at an ever increasing rate. The goal of the experienced professionals at Marquis is to help you develop a plan that meets your strategic objectives, enables greater creativity and efficiency in your business, helps achieve the lowest possible Total Cost of Ownership (TCO) for your technology deployment and enables your business to become "technology enabled" rather than technology driven.

How well you deploy, integrate and plan to take advantage of technology solutions is key to keeping your business competitive, profitable, flexible and efficient.

Marquis has successfully supported numerous clients in the development of technology and change management strategies that support their business objectives and optimise their market differentiators.

How can Marquis help you with your technology planning:

- ▶ Does your competitive advantage rely on a technology platform?
- ▶ Are you planning to expand existing or develop new services?
- ▶ Do you plan to upgrade or replace your existing equipment?
- ▶ Could a change of technology solution enable growth or improved profitability?

Marquis assesses different strategies for individual clients. These strategies are then structured - through, architectural, operational and implementation roadmaps - to complement business goals and objectives.

Marquis can help you implement effective, solid technology strategies within your company.

We will work with you to:

- ▶ Assess your technology systems, future needs, priorities and capacity
- ▶ Apply fit for purpose technology solutions to realise your business requirements.
- ▶ Design change management processes for the introduction of new technology
- ▶ Determine how technology can improve your company's creativity, productivity, competitiveness and profitability
- ▶ Improve your company's technological know-how, training, and employee skills
- ▶ Assess your needs for e-commerce, security, information management and project management
- ▶ Plan financing for technology development

Program/Project Delivery

Marquis is able to supply a full and comprehensive range of Program and Project Management services using highly skilled and experienced members of its team. From a complete facility all the way to a simple component, we have a proven track record in delivery and are able to provide references when required.

We could help you manage the entire project life cycle. Our involvement here could be as little or as much as you desire; from part time assistance, to full project ownership.

Operations Process

Marquis' Operations Process is a highly specialised service that delivers a rigorous and systematic approach to workflow and process management with the objective of meeting the functional requirements of an enterprise in the most efficient and cost effective way possible.

Operations Process is at the root of Marquis' expertise, being a principal component of Marquis Methodology and a major contributing factor behind Marquis' success in the international media industry. Operations Process is built on the interaction between people, work (ie, what they do, broken down into separate jobs, tasks and steps), events (ie, the time required to complete work), tools (ie, what is used, including software/ hardware), and objects (ie, the item on which work is being done).

What Operations Process actually delivers to media organisations is not just an optimised Process design. It includes descriptions of every element of the process and the steps required to make the process meet agreed operational, financial and productivity objectives.

Multi Media & IPTV

At Marquis Consulting, we are focused on helping our clients adapt to the changes and challenges they face as they take the journey into the digital arena.

We want to assist you in finding the best solutions and services to optimise your business processes and increase efficiency.

Our areas of expertise include:

- ▶ HDTV
- ▶ IPTV
- ▶ Video on Demand (VoD)
- ▶ Digital News Transition
- ▶ Mobile Television
- ▶ Content Archive and Distribution
- ▶ Content Security and DRM

Marquis has the ability to support operators and service providers in the solution design, installation, integration and operation of IPTV services.

Marquis can provide the following:

A complete understanding of how the IPTV industry is structured, how it works, what the key technologies are, and an explanation of the emerging business models that are made possible by multi platform television.

A complete understanding of how your business can generate revenues from interactive services, premium content and advertising funded as well as subscription based billing models.

Telecommunications

The field of telecommunications is a rapidly changing environment. Convergence of voice and data services, video over IP and wireless data applications are just a few of the new and exciting alternatives in the delivery of telecom services that support your core business.

Our team of consultants can apply their broad expertise in the telecommunications environment to advise key decision-makers in your organisation to evaluate and recommend the best technical solutions for your needs.

Our areas of expertise include:

- ▶ Telecommunications Management
- ▶ Problem Resolution
- ▶ Network Analysis
- ▶ System Design
- ▶ Acquisition

Feasibility Studies and Customised Market Research

If you are looking at ways to expand or develop your business or if you need to convince investors or executive management to approve and fund your initiatives, it is often critical that you are equipped with a feasibility study which demonstrates the validity of your ideas and shows that you have developed an execution plan that is practical.

When developing feasibility studies, Marquis conducts comprehensive industry, customer and competitor analyses in order to determine market opportunities. We then assess each of the opportunities, determine the optimal candidates, and create action plans for effective market penetration.

Solutions Design

Marquis is an industry recognised leader in the custom design, deployment and integration of modern multi-media and production facilities. We design, build and develop highly efficient solutions for broadcasters, video production companies and digital media markets.

Many of the World's broadcast, media and entertainment organisations trust Marquis to deliver solutions to enhance or upgrade their video audio and other media assets, or resolve complex technical and operational issues.

Marquis offers solutions for any of today's multimedia challenges: Standard Definition, High Definition, Network IT-based Solutions, web delivery mechanisms, content security and HD Format Conversion including integration and conversion of the existing infrastructure. We also provide solutions for news and post-production.

Consulting

The professionals at Marquis begin with dialogue to understand your needs and budget parameters - whatever the requirement from a large and fully integrated facility down to the smallest component within the facility consultants can help you develop a solution that is fully capable of meeting your needs.

Delivery and Integration

All of our Consultants have many years experience in the delivery and integration of complex technology solution and we are able to offer a complete range of services and project management using industry standard practices.

Training

Your new state-of-the-art system is only effective if your staff can feel comfortable using it and be able to enjoy working and interacting with the system. Marquis can help you by providing design support and delivery for training and end-user documentation, including a system manual with diagrams, so you and your colleagues can get the most from your investment.

Channel Start Up

Starting a TV channel may sound like a daunting task, but it needn't be. Thanks to digital technology, it has never been easier to launch a channel.

Marquis offer broadcasting services to businesses and individuals who are looking to start up.

Our aim is to impart sufficient knowledge to allow you to answer all of your questions.

- ▶ How much does it cost?
- ▶ What things do I need to know before I begin?
- ▶ Where can I get funding to start my new project?
- ▶ What return on investment do I need?
- ▶ What is my target audience?
- ▶ Which is the best TV platform to reach that audience?
- ▶ What is the best technology solution for my chosen TV platform/ platforms?
- ▶ What are the regulatory requirements?
- ▶ Which business model?

Marquis will help you through the process and in collaboration will:

- ▶ Evaluate goals and objectives for the channel Investigate different business models that can be applied to new channels
- ▶ Work out who the target audience is and how best to reach them
- ▶ Ask the right questions of their technology providers and understand the answers
- ▶ Go "on-air" in the most cost-effective and flexible manner

It is NOT our aim to teach you how to be a technologist, or how to design the infrastructure of a multimedia facility. However, we will help you to ask the right questions of your technology partner and help you to understand why the flexibility of your technology is so crucial to success in an environment where your business model may need to be constantly fine-tuned.

Our consultancy team consists of highly efficient, highly skilled professionals from the broadcast, telecommunications and media industries.

Technology & Operations Auditing

An audit of operational policies and procedures will help you to identify critical business risks, implement corrective actions and build controls that will give you a more secure, and efficient operation.

At Marquis we have a team of professionals who focus exclusively on ensuring that your processes and infrastructure match your business strategy.

We don't presuppose the solutions you need. Instead, we help you to ask the right questions, understand the underlying business processes and achieve your critical business objectives.

We will make recommendations for hardware and software to suit your business
We will oversee the purchase and implementation of the new infrastructure and the accompanying processes

Training Skills Management

Marquis offers full operational and workflow training services.

Rather than focusing on the task of driving products, Marquis emphasises the need to train operators on the process of doing their job as well as on the product itself.

By using Operal™, Marquis' process design and documentation tool, comprehensive training manuals are automatically generated along with essential centralised reference information. Training schedules are easily identified and cover all aspects of operational procedures and equipment use.

Marquis consultants have on-the-job operational experience in broadcast production and transmission operations, giving them the ability to build a close rapport with operators, and provide training in real-world techniques.

New Technology Transition Management

Considering the adoption of new technology or process, but are afraid of the consequences the paradigm shift may bring on your staff and operations?

Let us help you manage the inherent challenges. At the outset, we conduct an exhaustive facility-wide study of the impact that any new technology (e.g. new format, new system new method) may have on your staff and processes. In addition, we could remain a consultant to the project to help you manage the entire transition.

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Project Management

Marquis' unique approach to Project Management is based on years of experience working in data-intensive environments. Marquis has undertaken countless Project Management assignments in broadcasting centres and newsrooms worldwide – consistently adhering to timescales and budgetary constraints.

Marquis divides Project Management into three activities: preparation, definition and implementation, each of which has its own components, and all of which are managed together to ensure a successful outcome.

RFP Development and Analysis

Need to compose an RFI or RFP for a project?

Our vast expertise in this area could help you produce a concise document that would yield minimum ambiguity and provide total protection of your investment.

Having both written and responded to countless RFI/RFPs over the years, Marquis are in an ideal position to advise media organizations on how to express their requirements in such a way that the manufacturers and systems vendors will know precisely what is required. Once drafted and responded to, our team of highly experienced industry professionals can manage RFPs through vendor selection and contract negotiation to completion and delivery.

Business Continuity

Cost efficiencies regarding headcounts, resourcing and budgets, are often seen as a prohibitive factor in ensuring businesses are prepared for significant disruption of any kind - over any prolonged time frame.

Marquis provide customers with individually tailored Business Continuity Planning and Management solutions through a collaborative process and in a cost effective way.

Following the guiding principals of:

- ▶ Disaster Recovery International Institute (DRII)
- ▶ British Standard (BS25999)
- ▶ Many years of experience in the field

Marquis offer the following modules:

- ▶ BIA & Risk Management Facilitation
- ▶ Training & Awareness
- ▶ Plan Development
- ▶ Exercise & Rehearsal
- ▶ Audit & Review
- ▶ Real Life Scenario Planning

Disaster Recovery

Disaster recovery is one of the most critical business issues faced today. Are you ready?

Are you prepared to analyse current needs, plan effective procedures, write a plan, and keep it current through ongoing organisational and technical changes?

Our consultancy team consists of highly efficient, highly skilled, trained but adaptable professionals from diverse commercial backgrounds. As a team we have worked together to provide proven solutions and response to major incidents.

HR & Recruitment

The addition of specialist HR and Recruitment to our portfolio of services means that we can now offer a varied blend of expertise relating to the operations, technology and people working in the Media which is unique within the industry. Marquis are able to fully respond to increasing client requests for specialist assistance on recruitment, change management in relation to digital technology implementation and people development issues.

Our range of recruitment services includes search & selection at senior level, interim management and the recruitment of teams for start up organizations and broadcasters. HR consultancy will include skill set auditing, general structure implementation and change management support.

The HR and Recruitment Practise is headed by Mike Jones who has been working with Marquis on a number of successful international recruitment projects. Mike's experience is underpinned by an HR Management background with large international companies such as Sony Broadcast and he is also a Director of the recruitment firm BCP Search & Selection Ltd.

For further information please call Mike Jones on +44(0)118 984 4111 or email mike.jones@marquisconsulting.co.uk

People

Bob Gentry provides independent specialist consultancy services to a wide range of clients in Broadcasting, Multimedia, IPTV, Internet, IT & Telecommunications Technology, Operations, Business Continuity / Disaster Recovery Planning, Technology delivery Project & Program Management & Interim Management at CTO/CIO level.

In addition to holding P&L responsibility for the Marquis Consulting Practice & leading the Consulting team, Bob has worked on assignment to clients arranged through business relationships with other leading UK based Consulting Practices. Recent assignments include Technology Program Manager for the launch of BBC Arabic Television & Interim CTO at Middle East Broadcasting; based in Dubai.



Andy Palmer brings considerable experience to Marquis having spent over 30 years in the broadcast industry. During this time, he has acquired a vast appreciation of file-based processes having worked with leading companies including S4C, TVNZ and the BBC. As head of technical operations for S4C, he was responsible for the development of integrated automation, asset management and server workflows, and also worked on the launch of new channels for the company's digital terrestrial and digital satellite platforms. Whilst at TVNZ as acting Broadcast Engineering Manager, he supplied consultancy to their tapeless file based workflow project.



Andy has extensive project management experience, instigating and managing engineering and operational projects and practises, including design and specification of transmission systems and general broadcast architecture.

Rod Bird is a Senior Business Executive with a wide range of experience in Broadcast Automation, News, Project Management, Sales and Operations. Working as a Partner of Marquis Consulting Rod has completed a number of assignments for Ascent Media Network Services, MTV and the BBC.

Whilst with ON-AIR Systems Rod was employed as Operations Director, with the overall operational responsibilities for the Playout Centre, Product Management, Project Management and Customer Support.

Within EMC's Media Solutions Group he was part of the North Field Team which contributed to a 'three fold' annual growth of MSG. Rod's direct report sales team constantly maintained and bettered sales targets quarter on quarter.

During his employment with Avstar / iNEWS, Rod established a new UK office, which included finding new premises. Rod led the team in planning the new office layout and managed all communications with the solicitors, bank and landlord. Throughout this period he had to maintain normal business operations ensuring staff morale was kept high. During this same period, he led the EMEA office to profitability resulting in a positive contribution of funds back to our American parent.

Rod's time at Avid ensured that his career advanced from a Project Manager to Management of a Project team. His team was responsible for all major MediaServer and Newsroom projects throughout Western Europe, Eastern Europe, Scandinavia, Middle East and Africa.



Marquis Consulting



Bill Connolly has over 30 years experience of Board level Customer relationship management, marketing & sales management and programme / project delivery in the international Broadcast, Cable and Satellite TV industry.

His success has been built from strong technical, sales and general management skills combined with entrepreneurial flair, energy and uncompromising ethical standards in dealing with Customers, Colleagues and Partners.

Geoff Wright started his career in broadcasting over forty years ago when he joined the BBC as trainee engineer and was assigned to BBC TV News. In the late 70s, he moved to Visnews as Operations Manager where he oversaw the migration from film to video tape. Geoff joins Marquis following 16 years at GMTV, where he was Chief Engineer and a member of its senior management team.



Dr. George Waters is a highly respected figure in broadcasting world-wide. His expertise ranges across all aspects of the industry and as a member of the Marquis Consulting team; works closely with our clients at Executive level providing specialist advice on strategic and regulatory matters. Dr Waters is an excellent communicator and his experience adds great depth to the Marquis Consulting Practise.

Mike Jones' experience is underpinned by a HR Management background with large international companies such as Sony Broadcast and he is also a Director of the recruitment firm BCP Search & Selection Ltd.

In 2009, Marquis announced the addition of a HR and Recruitment Practise to its consultancy division, headed up by Mike who has worked with Marquis on a number of successful international recruitment projects over the years.



Tilly Casson is a highly adept technical professional with over twenty-four years' experience in the digital TV telecommunications and IT sectors. For the past sixteen years, Tilly has worked on digital TV projects ranging from software development to launching new services and products. She has a sound understanding of the technical, commercial and business drivers that influence the digital TV industry, relishes working on new and ambitious technical projects from inception through to delivery and has the experience to identify risks and threats to success and maintain a focus on the overall business objectives.



Marquis Consulting



Gary Plowman lends his considerable experience in Telecommunications, Power and Engineering to the Marquis consulting practice.

Gary is the founding director of Blue Tor Consulting specialising in critical M&E systems and building services engineering.

Elwyn Evans is a Senior Media Consultant whose career has spanned 41 years. Formative years as a newspaper journalist were followed by a successful career at the BBC, Sky News, and as an independent consultant, advising and training journalists and production teams; PR, communications and marketing departments; and business and industry leaders and investors.

Evans has specialised in launching and re-launching scores of TV channels in the UK and abroad, including shopping channels and B2B services. Most recently he was Project Manager for the launch of BBC Arabic TV, from inception in October 2005 through to launch, on time and on budget, in March 2008.



Chris Hearn is a committed professional and technology consultant, with extensive technical and managerial experience in all areas of broadcast television.

Chris has developed technical strategy, and implemented major capital projects for many clients. He is an articulate team leader with excellent organisational, analytical and interpersonal skills, and a good communicator, able to motivate teams and provide vision and leadership.

Melvyn Kirner brings considerable creative, production and post-production expertise to the Marquis Consulting Practice and a brief resume of his experience is given below. More detailed information and show-reel material is available on request.

Melvyn has worked extensively in the UK, Eastern and Western Europe, Africa and the Middle East. He has produced twelve 30 / 60 min documentaries and drama-documentaries for Carlton TV which consistently achieved 25% -40% UK audience share. Apart from these prestigious, programmes, Melvyn has produced in excess of 100 other feature or documentary projects and worked on drama script development for The UK's Granada and Yorkshire Independent TV Regions. As well as a wide range of production and creative projects, Melvyn is working extensively in the areas of logistical and creative strategies for IPTV services.



Clients

Marquis has undertaken countless service-based projects for clients Worldwide such as:

BBC World Service

A team from Marquis Consulting were responsible for delivering the full workflow, process technology and operational solutions for the launch of the Arabic and Persian multi-media services. The assignment included devising and implementing Digital Media Asset Management systems from "the ground up" and integrating the solution with existing legacy systems thus enabling seamless interaction and sharing of content across the Television, Radio, Online and other web/3G based platforms.

MBC, Dubai

Marquis have provided a number of consultancy services to them including a wide ranging technology process audit, a review of plans to migrate to DAM supported, file based operation, a Business Impact Analysis for the Corporate IT Division as part of their BC/DR initiative, an Energy Platform strategy and supplied an interim CTO for several months.

Television New Zealand (TVNZ)

Marquis provided the New Zealand National Broadcaster with a strategic review of their plans to move from traditional tape based operation to a fully Digital Media Asset Management supported file based platform integrated with online, web and 3G services. This assignment also led to a member of the Marquis team providing interim management as the "Head of Technology" level for a period of over nine months.

Turner Broadcasting USA

Marquis has supported Turner on a number of major projects relating to the design, development, implementation and transition to fully file based multi-media operation.

K75

The company is owned by the Swedish Government who established the National Betting organization in Sweden which is called ATG. K75 is an internal part of ATG which provides services to the group as well as a number of local broadcasters. Marquis relationship has covered some 10 years and the services offered include system design, evaluation of supplier's solutions, process design and enhancement of the service to cover new delivery platforms such as the internet. The systems design incorporates a DAM system in a time critical environment. We are currently retained to design the next generation of services and to provide technology support to define the requirements to deliver these services.

QVC

Marquis was engaged to examine the major workflows that would be required during any migration from a tape-based, play-out system to a fully file based operation capable of servicing the requirements of a 24 x 7 shopping channel with a considerable level of data and information exchange between broadcast, financial and stock control systems. Marquis has also delivered presentations and prepared various documents and proposals relating to the QVC Business Continuity strategy.

BBC DMI Initiative

Marquis is a partner in the Digital Media Initiative (DMI) currently in test at the BBC. DMI is a pan-BBC project, designed to prepare the Corporation for an on-demand, multi-media, multi-platform platform digital environment and provide a reusable foundation for the cost-effective delivery of new and emerging audience-facing services. The solution will support any asset that the Corporation creates or broadcasts via any medium, including web, broadband, analogue or digital terrestrial TV and mobile phone. All content will be captured, edited, finished and archived using file-based systems and made available to operators at their desktop PC. Underlining DMI is an enterprise DAM system.

Discovery

Marquis was engaged to design the workflows, operational processes and human/technology interfaces that would be required during their migration from a fully tape-based, multi-lingual, 30 Channel legacy play-out system to a fully DAM supported, file based platform capable of expanding to 60 channels in the first phase including integration with third party service providers.

SIS

Marquis was engaged to provide an Energy Platform upgrade strategy, detailed design and implementation plan for a major facility in the UK

TwoFour 54 Media, Abu Dhabi

Marquis has supported the design of an Abu Dhabi based, state of the art fully file based, facility that will provide commercial media services to clients Worldwide. This has extended to design and selection of every aspect of the operation including organisational structures, business workflows, operational and technical processes, MAM structures, media archiving philosophies, training, test and acceptance and legal contracts.

Marquis Consulting

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Marquis Consulting LLP

23 Horseshoe Park

Pangbourne

Berkshire RG8 7JW UK

Tel: +44 (0)118 984 4111

info@marquisconsulting.co.uk

www.marquisconsulting.co.uk