

# HyperTV: A Creative Management Platform born in the era of video

Tim Spa and Noovle SpA, its Cloud Company, helped HyperTV migrate to Google Cloud. Noovle supported the customer in the deployment of its infrastructural components. Finally, both partners supported the client in its strategic Go2market activities.

## The challenge

Planet scale to support service delivery everywhere; Business scalability to support the momentum; Self-management to keep a lean structure while growing fast; Flexibility to catch opportunities generated by unpredictable changes; Improved security as hackers attacks are escalating; Commitment to open source, hybrid and cross-cloud model; Sustainability to limit the carbon footprint produced.

## The solution

The company's goals have been accomplished by the adoption and usage of Google Cloud solutions. Specifically, Google Cloud DataFlow, Google BigQuery, pub/Sub, Cloud Run, Cloud SQL, Cloud Storage, Kubernetes to manage data warehouse modernization, Vertex AI to improve machine learning engine and Vision AI to recognize video contents and to assemble it according to the context.

## The results

Google Cloud has allowed Hyper-TV to stream real-time data with personalized marketing content for placement and promotions. The transformation of Connected-Stories to a cloud native architecture has helped the business to scale up in different ways. Winning more customers in more countries the need is to quickly open new regions, while granting the same top level services.

“ In terms of Connected-Stories competitive advantages, we are experiencing huge improvements in flexibility and integration into the ad-tech ecosystem. We reduced the time for developing and deploying. Thanks to the openness inherited by using BigQuery in the heart of our data architecture, we can integrate our data pipelines into our customers' 1st party data warehouses. ”

Claudio Vaccarella, CEO HyperTV



## About Hyper TV

HyperTV is an Independent Software Vendor and GCP build partner. They develop Connected-Stories the first cloud native Creative Management Platform providing end to end support of the advertising creative workflow.

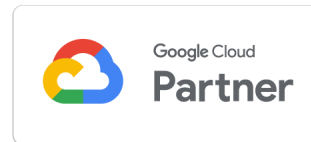
Industry: Advertising & Marketing

Primary project location: Italy



## About NOOVLE S.P.A. SOCIETA' BENEFIT

Noovle S.p.A. is the TIM Group leading cloud enabler and Center of Excellence supporting the digital transformation of Italian public and private comp



## Products

Google Cloud Platform