

From design to realisation, Blue Lucy's six key tenets



1 Combine core capabilities

'Static' MAMs without workflow orchestration do not provide the level of automation required for today's high-volume operations. Equally workflow orchestration platforms that lack a comprehensive MAM component are insufficiently nimble to support the complexity of a modern media operation. Automation platforms that neglect the human operations negate the efficiency they deliver.

The BLAM platform combines these core capabilities to deliver maximum efficiency, control, and visibility.



2 Microservices not monolith

BLAM follows a distributed microservices architecture, meaning the overall functional capability is structured as a collection of loosely coupled services. The architecture is robust, resilient and conforms to the separation of concerns paradigm.

The singularity of purpose is a key tenet and means BLAM is easy to maintain and extend. The platform is comprised of more than 500 microservices which are orchestrated by the Workflow Runner service. BLAM is the most readily extensible media integration platform.



3 No forking branches

Media is a complex operational business which has seen decades of evolution. There is an inevitable need for bespoke software components in all but the newest of operating models.

It is still common for vendors to branch, or fork, the source code to create a version specific to a customer. This approach presents significant risk to operators. BLAM has been structured so that Blue Lucy does not manage numerous code branches or build scripts for different customers. We have a single code base with customer specific bespoke microservices.



4 Integration, integration, int...

The most significant business value and operational gains come from integrated software and services. But operations built on supplier driven 'ecosystem' models are closed and are rightly described as vendor lock-in traps. Such approaches tend to work only as long as it commercially suits the members of the vendor cartel.

BLAM has been designed to provide the integration layer between systems allowing technology abstraction whilst driving operational cohesion.



5 No code, low code, code

BLAM has been designed to be accessible to operators with varying levels of business and technical expertise. BLAM conforms to the 'no-code' paradigm and includes a drag-drop-connect-connect-configure workflow builder, which is atomic, intuitive and means that business analysts can rapidly build and maintain complex operational workflows. In addition to the 500+ microservices the workflow builder allows secure scripting in C# or Python. Lower level, developer, access is provided through the API which is supported by an open SDK - the same SDK we use to develop the microservices.



6 Run anywhere

'Cloud native' sounds very modern, but binding an operational capability to the cloud, particularly specific cloud providers, is cloud dependent, the antithesis of the ethos behind the service orientated model. Equally media operations simply do not fit into an on-prem (ground) OR cloud model.

Blue Lucy core services are containerised, and infrastructure agnostic enabling a controlled migration to the cloud or more typically a 'hybrid' cloud-ground deployment and operating model.