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*Seattle Kraken Takes
Fan Engagement
to New Heights
with Media Asset
Management*





When the National Hockey League (NHL) announced its expansion into Seattle, local hockey fans were excited to get the chance to root for their first home team. The newly formed Seattle Kraken knew they had a unique chance to build a foundation for decades of fan engagement as they prepared for the 2021–2022 season.

To deliver that foundation in time for the first puck drop at Climate Pledge Arena, the Kraken engaged Amazon Web Services (AWS)—more specifically, IPV. Rather than build a monolithic system for the Kraken, IPV chose to adopt a microservices architecture and use a host of AWS solutions, to validate that the Kraken could flexibly change their offering as the years go by.

IPV has a proven track record of providing comprehensive AWS services to customers at any stage of the cloud journey. With guidance from IPV, the Kraken implemented a cost-effective infrastructure that will evolve with the team.



Ramping Up New Production for New Fans

As an NHL franchise, the Kraken was looking forward to inspiring fans around the world. The team plays home games at Climate Pledge Arena, but also engages ice-sports lovers at their headquarters, the Kraken Community Iceplex in Seattle's Northgate neighborhood. Moreover, half the team's 82-game season is played on the road. Because the Kraken has two "homes" and travels extensively, the team knew they needed a hybrid infrastructure for their distributed workforce.

The Kraken decided early on to build their offering on AWS. "AWS is the leader in cloud infrastructure, so the decision was pretty clear," says Erik Jones, vice president of technology at the Seattle Kraken and the Kraken Community Iceplex. The Kraken were drawn to working with IPV because of the company's long record of delivering innovative projects on AWS as the premier media asset management (MAM) platform for large brands and global organizations.

By the time the Kraken brand was announced in July 2020, IPV had only 11 months to deliver. Thanks to Curator's Fast Start deployment, the Kraken team was up-and-running in weeks, with plenty of time to learn the system before the team took the ice for the first time.

IPV's Curator is the right media asset management (MAM) solution for the Kraken's needs, empowering employees to collaborate on the development of media assets from anywhere in the world. Simpler collaborations translate to shorter lead times between games and asset production. As a result, Kraken fans won't have to wait as long to enjoy content. "This data, whether it be video content or other assets, is probably the most important resource that we'll invest in," says Jones.

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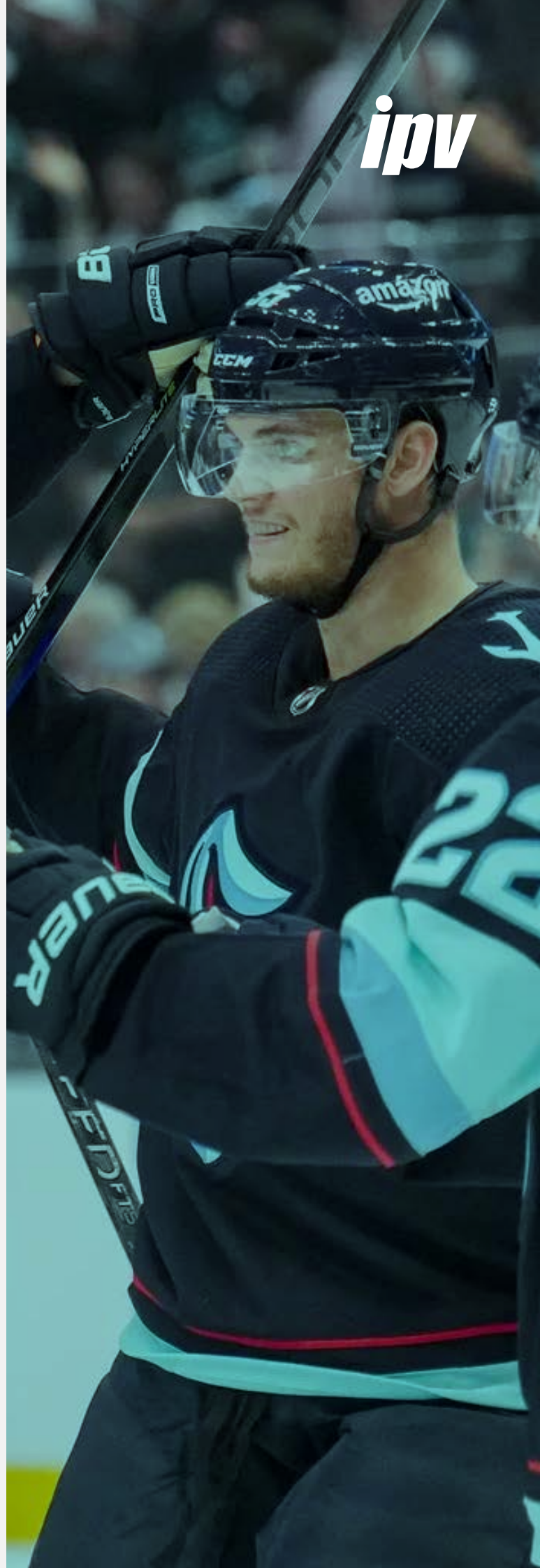


Building a Scalable and Accessible Offering

Another reason why the Kraken chose AWS was because they wanted an offering that could scale as the team's fanbase grows. The Kraken also wanted to have the option to adjust the infrastructure to incorporate innovation. "One of the beauties of our system on AWS is that it's really scalable and flexible, so if we change our strategy in the future, we can pivot and adjust flexibly knowing that AWS will do the same," says Jones.

IPV deployed Curator on Amazon Elastic Compute Cloud (Amazon EC2), a service offering secure and resizable compute capacity for virtually any workload, so that the Kraken don't have to worry about scaling their infrastructure. "The technical needs in year 3 are going to look different from our needs in year 10, so we want to make sure we're creating a digital footprint that can evolve in near real time," says Jones. "We're super confident in Curator and AWS evolving with us."

Now that their infrastructure is in place, the Kraken are looking to optimize their systems. The goal is to continue reducing costs while meeting fan demand for high-quality content on and off the ice.



Video Content for Fans is Just the Beginning

IPV Curator and the Kraken aren't done yet. The two organizations plan on continuing their collaboration to enhance the fan experience for hockey enthusiasts. Now that the Kraken have a robust infrastructure in place, the future is wide open.

ABOUT SEATTLE KRAKEN

The Seattle Kraken are the NHL's 32nd franchise, and they played their inaugural season at Climate Pledge Arena in 2021-2022. Their headquarters are at the Kraken Community Iceplex, a center for ice sports and community lovers in Seattle's Northgate neighborhood.

ABOUT IPV CURATOR

IPV Curator is the eminent media asset management (MAM) solution on the market for large brands and global enterprises. Curator streamlines collaboration between global marketing and creative teams to increase content velocity across channels, and boosts conversion rates and market saturation. By connecting the entire content supply chain, and automating manual production processes, Curator powers a complete end-to-end production workflow that is efficient from kickoff to deployment.

ABOUT AMAZON AWS

AWS (Amazon Web Services) is a comprehensive, evolving cloud computing platform provided by Amazon that includes a mixture of infrastructure-as-a-service (IaaS), platform-as-a-service (PaaS) and packaged-software-as-a-service (SaaS) offerings. AWS services can offer an organization tools such as compute power, database storage and content delivery services.

The IPV logo is displayed in a white, lowercase, sans-serif font. The background of the entire right side of the page is a blurred, high-angle view of a hockey rink with green and blue lighting.

Interested in knowing more about IPV Curator?

Feel free to reply to this email or let's schedule a call.

Gabrielle Skidmore - Director of Marketing Campaigns

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