

CASE STUDY

# Crossmedia Powers OEM Integrations with Scalable Broadcast Storage

As a media-focused systems integrator and managed service provider, Crossmedia delivers simpler, cost-predictable cloud workflows with Wasabi—helping major broadcasters accelerate delivery and scale.

## Overview

Crossmedia is a systems integrator specializing in digital media workflows for broadcasters, OTT platforms, and content owners. Crossmedia helps customers manage, distribute, and monetize content efficiently, including large-scale clients like RTVE and Telemadrid. With Wasabi, Crossmedia unlocked flat-rate pricing, technical reliability, and fast deployment to deliver simpler workflows and win complex OTT and broadcast projects.

## Challenges

As Crossmedia helped major media customers modernize archives, OTT delivery, and disaster recovery, the team faced recurring cloud storage friction. Hyperscale platforms added complexity with multi-tier pricing, long provisioning times, and limited workflow compatibility. These issues slowed project delivery and made it harder to position storage as part of a bundled, OEM-style solution.

- **Complex billing structures** – Customers struggled to predict cloud storage costs
- **Slow integration** – Legacy cloud platforms slowed time to delivery
- **Competitive pressure** – Tiered pricing and complexity hurt project bids
- **Lack of scalability** – Disparate systems made scaling difficult and would only result in more IT time and effort

## CROSSMEDIA

### USE CASE:

- Content Delivery
- Archiving
- Disaster Recovery

### INDUSTRY:

- Media & Entertainment



*Wasabi has allowed us to present more competitive propositions—especially in multi-year opportunities. Customers can invest more confidently when they understand their storage cost roadmap.*

— Jorge Frías, Head of Digital Media – Crossmedia

## Solutions

Crossmedia embedded Wasabi into its managed media solutions to simplify storage and accelerate deployments. Clients can now store content using flat-rate cloud buckets integrated directly into broadcast, OTT, CDN or archive workflows. The platform sets up in minutes, eliminates surprise fees, and supports direct access—allowing customers to manage their own storage with minimal training or support overhead. Wasabi helps large clients manage large VOD libraries and temporary storage for file movement between systems, ensuring fast access and efficient operations.

- **Easy integration** – Works seamlessly with broadcast, MAM tools and Content Delivery Networks
- **S3 compatibility** – Enables storage connectivity directly into media supply chains
- **Embedded storage** – Wasabi is bundled directly into Crossmedia’s OEM solution
- **Flat-rate pricing** – Removes egress and tiered cost barriers
- **Fast deployment** – New customers set up in “minutes, not days”
- **Media-focused architecture** – Optimized for archiving and delivery workflows

## Conclusion

With Wasabi, Crossmedia delivers faster, simpler solutions to broadcasters and OTT clients. The company has won large projects thanks to predictable pricing and quicker delivery, while reducing operational overhead. Customers gain direct access to their storage and integrations, and Crossmedia spends less time managing cloud complexity.

High-profile customers like RTVE Play, Telemadrid, and EiT noted how Wasabi played a key role in streamlining content storage and transfer processes, noting performance, simplicity, and cost predictability as major improvements over previous cloud models.

Crossmedia has plans to expand its use of Wasabi in archive modernization projects, remote production workflows, and automated content management systems.

- **Faster time to delivery** – Projects can launch in days instead of weeks
- **Lower operational complexity** – Fewer vendors and cleaner architecture
- **More competitive bids** – Flat pricing helps Crossmedia win large-scale projects
- **Improved partner experience** – Simpler workflows mean fewer support calls



*Wasabi provided exactly what our customers were missing. The combination of technical reliability and business clarity made it a natural fit for our media-focused solutions.*

– Jorge Frías, Head of Digital Media –  
Crossmedia



*From an operational point of view, integrating Wasabi has simplified deployments, reduced the complexity of cloud configuration, and improved our delivery times.*

– Jorge Frías, Head of Digital Media –  
Crossmedia