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## **ETERE SUPPORTS SQL SERVER 2008**

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Microsoft has recently announced the release of the much awaited SQL Server 2008 which promises to facilitate even further the complex task of database management.

Keeping up-to-date with these exciting advancements from Microsoft, ETERE now supports the newly launched SQL Server 2008. ETERE customers are able to migrate directly from the SQL Server 2000 to SQL Server 2008 enabling them to fully appreciate the extensive array of integrated services the latter offers.

Processing speed is paramount in the world of broadcasting particularly when there is a heavy focus on live content and with SQL Server 2008 ETERE can provide even faster data processing and analytical solutions. ETERE will also be able to offer more functions than it was previously able such as integrated full text search and enhanced database mirroring.

Furthermore, transparent data encryption and the incorporation of xml as a native data type are two of the SQL advancements that have allowed ETERE to create a more secure licensing system.

Supporting SQL Server 2008 will enable ETERE to introduce a new consolidated file classification system allowing for more efficient media management and utilizing, amongst other T-SQL enhancements, Try-Catch blocks for advanced error handling.

Through the integration of CLR (Common Language Runtime) and the introduction of Resource Governor, SQL Server 2008 will allow for enhanced resource tracking enabling ETERE to deliver an even more transparent and cohesive Resource Management system.

With the introduction of Policy Based Management in SQL Server 2008, ETERE can provide enhanced system's maintenance across servers. Comprehensive data auditing also ensures broadcasters are more easily able to manage the analysis of data movement increasingly important in broadcast regulation.

Some of the additional key features that make SQL Server 2008 the better option are:

- Database and backup database compression
- Extensible key management
- Introduction of a new FILESTREAM data type



- Integration & Supporting Services
- Multiple server query capability
- Data collector management tool
- Table partitioning mechanism
- Query optimization
- Enhanced business intelligence capabilities

Migrating from SQL Server 2000 to SQL Server 2008 is the obvious solution to make sure that not only are you working with the best broadcasting software on the market but that you are also using the most advanced data management system on the market.

## About Etere

Etere is an international leader in the media market. Etere develops and distributes a wide range of high technology software for broadcasting and media businesses.

With more than 19 years of experience, Etere provides powerful, flexible, cost-effective, high-performance, end-to-end media solutions.

Etere is the only company worldwide that can offer you a solution to all your media needs in one single package. It is a 100% software solution that works on standard IT hardware.

A common framework where there is real-time sharing of all the data among several applications to manage all media business requirements: automation, recording, archiving, scheduling, traffic, air-time sales, indexing and media asset management. Its easy-to-use workflow is able to coordinate all these areas with an unbeatable performance.

From its headquarters in Tolentino, Italy, Etere guarantees the best after-sales support service on the market with engineers ready to give professional assistance 24 hours a day, 7 days a week. The service includes voice, email, Vpn and VoiP with unlimited calls and connection time, and a pro-active system to help diagnose problems before they appear.

Etere: reliable software for a consistent system.

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