CLOUDIAN®

Simplify Content Distribution with Cloudian HyperStore® for Media & Entertainment

The Challenge

Organizations in the broadcast and media industries expect and demand bulk storage. Media files, rushes, sequences, finished projects, ongoing transcoding, and repurposing requirements not only dictate a platform that can manage big volumes of data, but also one that can perform well enough to serve up content in real time. LTO tape is a traditional archive medium of choice, but with its limitations, media organizations such as broadcasters, VoD companies, advertising agencies, and post-production companies are acquiring disk based "nearline" storage solutions as their main media repository for storing media and other digital files. Media organizations understand how critical it is to ensure long term protection and security of all high-value and high-resolution content.

Solution Overview

Workflows within a video editing environment are rapidly changing to adapt to the change in production technology. In the past, d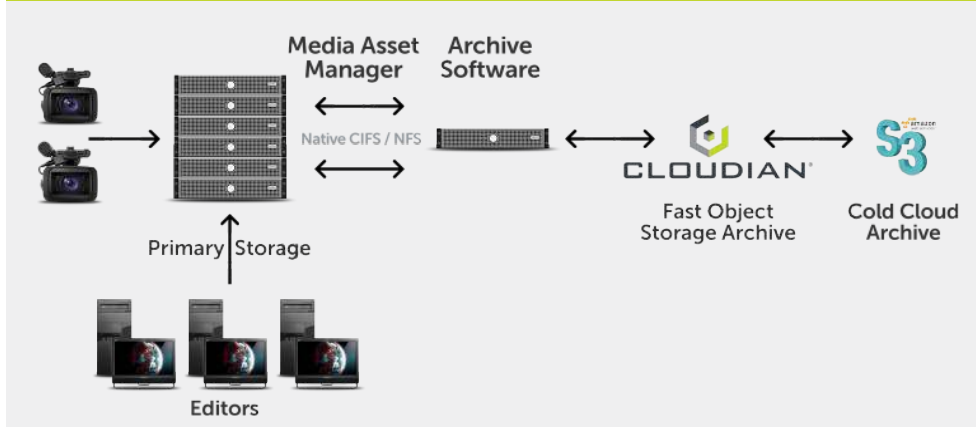ata storage workflows consisted of a fast editing environment and tape-based archive environments. The editing environment typically consists of parallel (clustered) SAN-based file systems of which there are many, with Mac, Windows, or Linux-based clients accessing and editing content. Once the editing process was completed, projects were archived typically to tape for long-term preservation. This tape-based workflow worked because it was an inexpensive long-term storage solution. Also, files could be retrieved when content was required for additional editing.

With today's 4K workflow, a middle tier is required where content not actively used is relocated to lower cost storage and can be retrieved on a file-by-file basis in a more efficient manner than tape. This is where archive solutions come in to the environment, which leverage Object Storage as a lower cost storage repository for data that is needed on a short-term basis. Files can easily be moved between the performance tier and the active archive tier before eventually being moved to the active archive for long-term preservation.

Key Benefits

- Amazon S3 compatibility
- Simple management and full control
- Fully customizable design
- Cross-platform backup
- Integration options /API
- Web GUI for accessing backups
- AES 256 bit encryption
- Automated backups
- Excellent customer support
- User-defined metadata
- Manage and monitor backup jobs
- Backup to geographically separated regions
- Store backups replicated or in erasure code
- Sync and Share
- Encryption and compression
- Block level backup
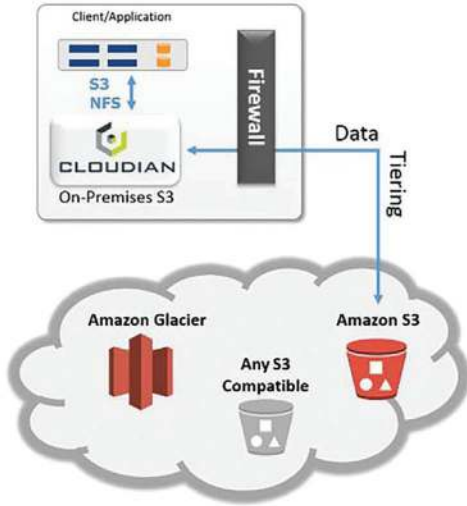- MS Exchange backup
- MS SQL backup
- Hyper-V and VMware backup

Cloudian HyperStore Active Archive for Media Files

View Online/ Download

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Active Archive

Cloudian HyperStore together with the Amazon cloud provides a hybrid cold storage archive solution for 4K workloads. On-premises HyperStore software integrates seamlessly with the Amazon cloud for scalable and cost-effective hybrid cloud deployments. Dynamic migration from on-premises physical storage to off-premises cloud storage allows near infinite capacity scaling to meet the security requirements of media and broadcasting environments. This solution ensures the security and control of data for business critical digital video workflows as well as a low-cost, offsite long term data archiving solution.

Flexible Multi-Datacenter Capabilities

Many movie producers and broadcasters post-production services are geographically dispersed and/or have many teams that need to have access to the same data files at the same time. These workgroups need to share and collaborate on content at the same. While users are accessing data globally, there should be features to backup data while under load.
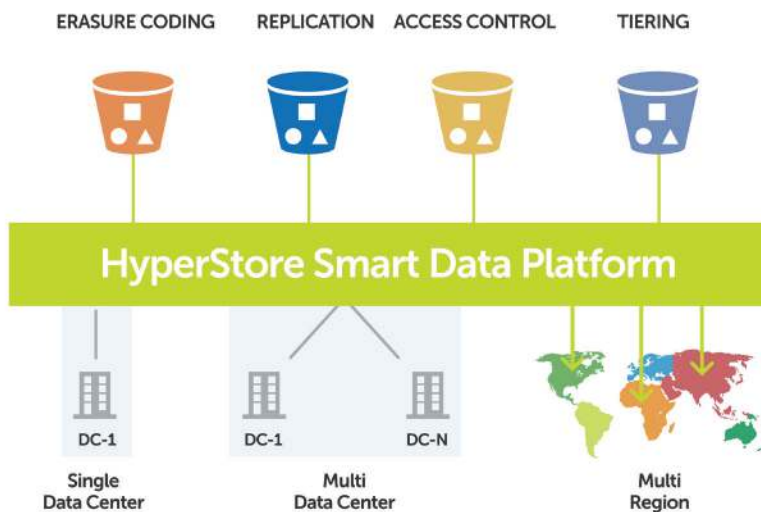
Production houses and broadcasters desire to enhance sharing across these remote locations and workgroups, protect and secure the data, and have central IT administration and control. Cloudian HyperStore storage provides a trusted S3 compatible backup system that is compatible with hundreds of S3 compatible applications.

By using Cloudian HyperStore in a multi-datacenter configuration, the administrator can easily implement a disaster recovery solution by having a second data center for disaster recovery. The solution also offers deployment choices that can be a fully private cloud backup where backup data stays within the firewall or a public cloud backup where all the backup data is stored in a service provider location. Also, Cloudian HyperStore offers a hybrid cloud backup solution where one copy is kept locally and the second copy is stored at a service provider location.

User-Defined Metadata Tagging

Cloudian Hyperstore supports the Amazon S3 feature to store user-defined metadata when the file is uploaded. The metadata has a size limit of 2 kilobytes and is stored in key value pairs. This functionality will make video processing and editing more efficient because content creators can store important attributes about the video file for future use.

For more information, or to try Cloudian HyperStore, visit **www.cloudian.com.**