



SOLUTION BRIEF

# End-to-End Media Workflow Management on a Global Scale



## Highlights

- End-to-end media workflow for global teams to produce videos for broadcast and online
- Automate media management to speed production
- Easily integrates into existing workflows and environments with a comprehensive set of application and standard file and object interfaces
- Scale as you grow to meet the needs of the business
- Extreme data durability and integrity ensures media assets are protected and remain accurate over the long-term
- Significant cost savings are possible by consolidating existing legacy MAM, storage, and tape systems

## Customer Challenges

- Skyrocketing media data growth has created islands of data that makes it difficult to access content across workflows
- Expensive to scale legacy storage systems to keep up with media asset growth
- Manual and slow access to archived assets is often slow, results in extended production times and underutilization of assets
- Too much time spent waiting or searching for media assets

## Solution Features

An enterprise media asset management solution for broadcast and online with a flexible and powerful end-to-end workflow. Viz One™ and ActiveScale™ object storage help ensure all content is reliably stored and readily accessible with transparency. The combined solution integrates with systems for linear editing, scheduling, newsroom, playout, automation and analytics.

Faced with ever-increasing volumes of data, media organizations must find a comprehensive solution that maximizes production while minimizing costs. Shifts in the media industry require broadcasters function as an integrated media organization. This requires a comprehensive integration of process and technology tuned to workflow needs across functional teams. Media Asset Managers (MAM) are increasingly seen as an enterprise-wide platform for managing media assets of all types, that is a platform that can deliver end-to-end workflow orchestration automation.

From individual content providers to massive media enterprises, each new asset weighs down existing infrastructure. Some are outdated, and can't keep up with the exponential increase in data which often leads to slow asset access and in some instances, complete loss of data. The need for a single, easy to use, end-to-end solution is greater than ever.

## Western Digital and Viz One Enterprise Media Asset Management

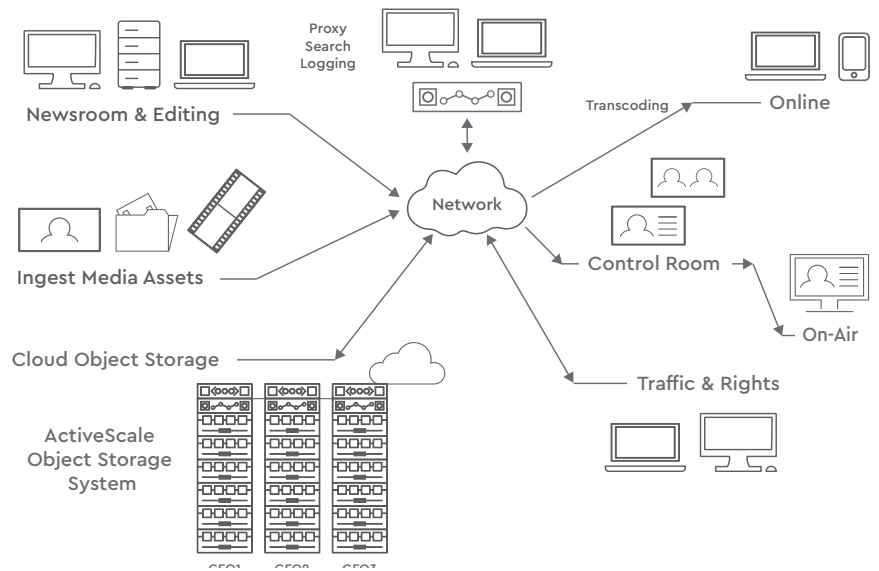


Figure 1: End-to-end media management architecture example

## Comprehensive End-to-End Media Management Solution

Western Digital and Vizrt are working together to provide a comprehensive media asset management solution that allows for the seamless transmission of data from storage to the web, mobile, or even live broadcasting environments, and is designed to scale from small to enterprise-scale projects.

Viz One provides a file-based workflow to enable production, management and delivery to broadcast, mobile and web. Supporting a comprehensive set of interfaces makes it easy for Viz One to integrate in existing workflows, including scalable object storage. Viz One makes it easy for teams across entire organizations to find, upload, preview, log, cut, send, and manage media.

Storage is essential in any media asset management solution as it has a significant impact on overall workflow performance, reliability and cost. Western Digital's family of ActiveScale cloud object storage systems enable a private cloud for media organizations that has the durability, scalability and affordability that enterprises demand.

## Accelerate Real-time Collaboration

ActiveScale and Viz One allows global users to see the status of assets and what data is flowing from the backend. Any changes are instantly recorded and can be made to require approval. Whether at work, at home, or on the road, users can monitor production workflow online. All content is available anytime and anywhere there is an internet connection. With real-time functionality, data managers can readily monitor data flow to ensure that nothing gets lost or harmed as data transitions between teams.

## Endless Possibilities

The combined solution opens production to the highest resolution content. Media can be prepared in 4K/UHD for both broadcast and online video – content can be instantly published to any platform. Designed for scalability both Viz One and ActiveScale can adapt to changes in the business. With ActiveScale, media organizations can start small and scale to many petabytes, and it is easy to integrate into existing Viz One workflows to realize the benefits of private cloud storage.

## A Better Approach to Storage

Using next generation object storage technology, ActiveScale systems protect valuable media assets at petabyte-scale over the long-term. All assets are visible and transparently available via a single global namespace. ActiveScale self-protects and heals, making it significantly easier to manage than traditional storage and tape systems. Aggregate data throughput scales with capacity to keep the workflow running smoothly.

Using advanced rateless erasure coding, ActiveScale delivers up to 19 nines durability and can be configured to spread data across three geographic locations, protecting data from a full site outage. Granular data integrity checks help ensure that data stored, is accurate when retrieved. This technology can tolerate 1000 bit-errors per object, which is essential for long-term preservation of large content stores.

Managing storage systems at petabyte-scale requires advanced tools to understand trends that enable predictive analysis. ActiveScale CM provides a cloud-based management tool that can analyze single or multi-geographic deployments and gain insights on things like capacity trends and performance bottlenecks, which can help keep the workflow running smoothly.

ActiveScale systems are flexible and can support a variety of applications, making it ideal for consolidating multiple storage silos to further reduce management complexity and cost.

## Conclusion

The ActiveScale object storage system and Viz One MAM complement each other, protecting data and expediting workflows with global access and communications. The end-to-end storage and asset creation solution enables transparent collaboration across local and remote teams so that there are few, if any, roadblocks. Standard file interface makes it easy to integrate into existing environment, while RESTful API support enables developers to create innovative cloud-ready capabilities.

To learn more visit [www.wdc.com/dc-systems](http://www.wdc.com/dc-systems)

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