



On-Premises Asset Management with Cloud-Scale Efficiency



Highlights

- **Simplify collaboration across global teams** with all content visible and accessible via a single global namespace
- **Extreme data durability and integrity** helps ensure media assets are protected and highly available through the lifecycle
- **Integrates into existing environments** with support for standard file and cloud interfaces
- **Scale as you grow** with ActiveScale systems that help reduce storage and management overhead costs
- **Significant storage and management cost savings** with ActiveScale by reducing dependency on traditional disk and tape systems
- **Multi-geo data distribution** reduces cost and improves accessibility via global namespace and built-in DR

In today's hyper-fast global marketplace, media companies must leverage the most relevant digital content as quickly as possible while still reducing production costs and growing revenue. Teams must be able to rapidly preview, access, assemble, and deliver content for an ever-increasing number of channels and device platforms.

To keep pace with the growing demands from project teams and consumers, content creators and producers must manage media assets from a centralized solution. The solution must enhance workflow efficiencies as well as be highly flexible and durable. Content teams are often globally located with remote contributors and producers, third parties, sales, and other key roles. Content must be secure, yet easy to access and share across the distributed team.

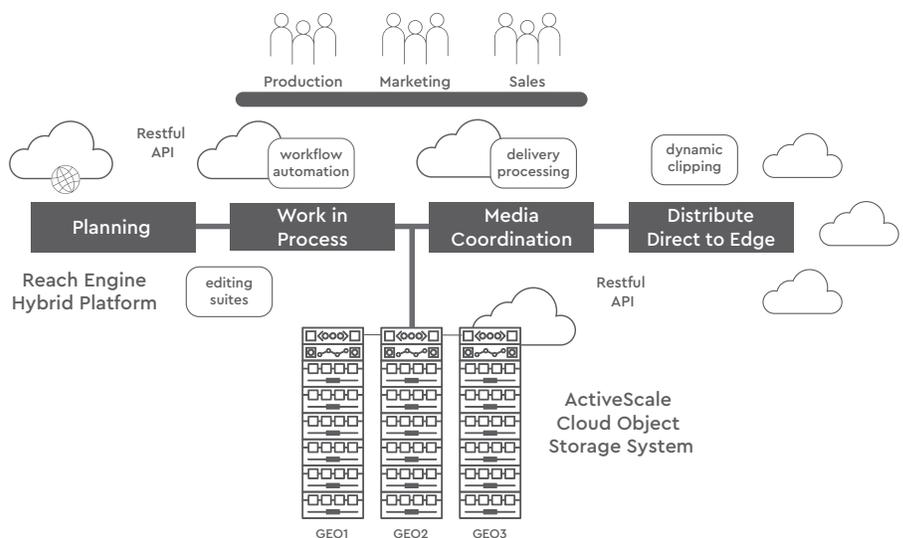
All-in-One Hybrid Cloud Approach

To address these challenges, Western Digital and Levels Beyond have worked together to deliver a combined solution that offers an all-in-one, highly scalable private and hybrid cloud approach for streamlining content management, storage, and preservation. From small projects to large, the combined solution can serve various content creation and distribution businesses, including advertising, sports, media and entertainment, publishing, and other institutions.

Challenge

- The exponential growth in digital content due to higher resolution and frame rates is pressuring existing storage systems and budgets
- Manual management of media workflows across disparate systems is complex and expensive
- Distributed project teams are struggling to collaborate without a common view and access to all content
- Need a more flexible infrastructure that can support variable post-production requirements - leverage cloud models
- Better manage the entire lifecycle of content and make it easy and fast to find content for reuse and repurposing
- Better Disaster Recovery (DR) capability

Western Digital and Reach Engine Media Workflow Architecture



ActiveScale and Reach Engine hybrid cloud media workflow example

Solution

Western Digital's ActiveScale™ cloud object storage system combined with Reach Engine™'s all-in-one media platform streamlines media and storage management with automated workflows, media coordination and distribution, and analytics to achieve better ROI.

There is little question about the role of the cloud for efficiency. Media companies work with large, high resolution video and image files; working solely out of a public cloud requires network bandwidth and possible additional ingress/egress charges that many organizations don't want to pay. There is also lost productivity to consider due to slower upload and download speeds.

The combined solution includes Western Digital's ActiveScale cloud object storage system and Reach Engine that delivers an on-premises cloud solution that allows organizations to quickly find, edit, transform, and produce video content without significant loss of productivity and time.

Intelligent Content Management

Built using a modern cloud framework, Reach Engine supports both private and hybrid cloud environments for media applications and on-premises cloud storage. Reach Engine can be configured to use local resources for performance when heavy lifting is required and use cloud services for other aspects of the workflow.

Users get a comprehensive set of capabilities for media management and workflow automation as well as support for project planning, work in process, media coordination, and distribution. Automation touches all aspects of the media lifecycle. Reach Engine is an incredibly flexible platform to manage your content while addressing media workflow and orchestration challenges.

Cloud Storage On-Premises

Media companies find tremendous value in having all their media assets on-premises – ready and available to support workflow, preservation, and reuse needs. Using next-generation object storage technology, Western Digital's ActiveScale family of object storage systems delivers cloud-scale efficiency for private and hybrid cloud models. System capacity is easily expanded to address the ever-increasing resolution formats. The system is easy to manage and scale, and self-protects by automatically handling maintenance tasks in the background.

Using advanced rateless erasure coding, the Western Digital system delivers up to 19 nines durability. Granular data integrity checks help ensure data remains accurate over the long-term. The system can also be configured to spread data across three geographic locations, making it ideal for distributed teams. In this configuration, the system delivers site-level fault tolerance – built-in disaster prevention.

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 be used to analyze single or multi-geographic deployments and gain insights on things like capacity trends and performance bottlenecks, which can help avoid issues and reduce costs. ActiveScale systems are flexible and can support a variety of applications, make it ideal for consolidating multiple storage products to further reduce complexity, management overhead and cost.

Conclusion

For projects of all sizes, the combined Western Digital and Reach Engine solution can serve content creation and distribution businesses, including: advertising, sports, media and entertainment, publishing, and others. Automation impacts all aspects of the media lifecycle including storage management, and delivers the efficiency, flexibility, and durability needed for a modern media content management architecture.

To learn more visit www.wdc.com/dc-systems

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