



SOLUTION BRIEF

QNAP Partners with Western Digital to Deliver NAS Solutions that Meet the Needs of Content Creators



WD Red® Plus HDDs and WD Red SSDs enable QNAP to deliver simple, scalable, and high-performance NAS solutions for photographers, videographers, and other content creators

Highlights

- **Powerful Performance:** Boosts performance and reliability with an integrated solution built to meet the demands of content creators looking to store high-resolution photos, videos, and other electronic documents effortlessly.
- **Simple Scalability:** Enables expansion of storage space in the future, as needed, to keep pace with rapid data growth.
- **Breakthrough Economics:** Offers a cost-effective way to store large multimedia files, reducing costs and letting you focus on growing your business.

Challenges

- **Increasing Demands:** Exploding data rates are pushing content creators to store more data for longer periods of time.
- **Storage Management Difficulties:** Installing and maintaining single drives to keep pace with rapid data growth results in complex environments that are costly and complicated to manage.
- **Skyrocketing Costs:** Keeping pace with explosive data growth is driving up costs related to managing and maintaining individual drives.

Solution

QNAP relies on Western Digital's WD Red Plus HDDs and WD Red SSDs to give their NAS solutions the performance and storage capacity needed by content creators like professional videographers and photographers. WD Red devices are specifically designed for NAS environments to deliver scalable, reliable, and cost-effective storage to handle exponential data growth while minimizing costs.

Data Is Your Most Valuable Asset

Data is one of the most valuable assets for content creators. It fuels innovation and creativity, strengthens customer relationships, and is a key element for growth. Data guides the strategic decisions that can make or break your business. As you generate more data and store it longer, you face a growing challenge: the high costs and spiraling complexity of storing, sharing, and protecting your most valuable asset.

High-Resolution Data Storage Challenges

As a content creator, you face a growing challenge of storing, protecting, and sharing ever-increasing amounts of data. As files become heavier with high-definition photos, video, and multimedia content, and as you move from HD to 4K and now 8K resolutions, you are forced to find more efficient and cost-effective methods of keeping up with the constant growth of data fueled by increasing file sizes.

In addition, supporting a growing number of users who need simultaneous high-speed access to large multimedia content can push the limits of a storage system and can be quite challenging using traditional individual direct attached storage (DAS). Demand for high-quality content requires content to be uploaded and downloaded multiple times for editing. DAS limits organizational work efficiency because of sequential access and hence slows down the task, impacting the overall productivity of the team. Along with the spiraling complexity of cross-platform file sharing and collaborating, executing these tasks can be very laborious and time-consuming.



NAS to the Rescue

Today's NAS systems have powerful tools that help you automatically organize, back up, and protect data, quickly find files, and directly share files using applications built to support different mobile and PC devices.

NAS environments achieve faster read and write speeds, enable multiple users to access data simultaneously, and allow content creators to work more efficiently and improve the quality of their projects.

NAS solutions come configured with HDDs to provide large storage capacity while caching the most recently used content on an SSD to deliver significant performance improvement. If you are creating high-resolution video content, for example, utilizing SSDs can greatly improve the overall process of rendering files, as well as editing and upload times for others to access.

A Simple, Powerful, and Scalable NAS Solution

In the past, a NAS was a network device that helped protect and ensure data security by providing storage and backup. It was primarily used by big businesses. However, due to the increasing digitization of data and the continual development of computers and mobile devices, the need for enhanced data storage is no longer limited to big businesses. Content creators, videographers, and small- to medium-sized businesses now have increasing digital storage needs. Inspired by these users, QNAP has developed a new and innovative non-traditional design concept to create a new generation of network storage devices. QNAP NAS products are designed with an app-based concept that dramatically simplifies the management of data storage. QNAP NAS is a scalable storage platform that has something to offer to all types of users from individuals to medium-sized businesses across different industries and segments.

QNAP NAS storage solutions are equipped with 64-bit x86 processors, Thunderbolt™ 3 ports, expandable memory, 2.5 Gigabit and 10 Gigabit network ports, and redundant power supplies on RD models, to help bring flexible yet secure data storage to your growing business.

An Industry Leader in Flash and Hard Disk Storage

While there are numerous HDDs and SSDs available with different levels of performance, reliability, endurance, warranty terms, and price points, most are just generic devices that could be used in a wide variety of systems or applications. Western Digital's WD Red Plus HDDs and WD Red SSDs have been specifically optimized to be used in NAS devices to achieve improved performance, high reliability, and high endurance to increase system response time so you can confidently store large amounts of data.

WD Red Plus hard drives and flash storage offer concentrated performance for NAS environments in small- to medium-sized businesses. Designed and tested for NAS systems with up to 8 bays, WD Red Plus HDDs have undergone extensive compatibility testing with all the major NAS systems and have extensive integration with their technologies to provides the flexibility and security you need to store and share valuable data and business files.

A Winning QNAP Partnership for WD NAS Storage

NAS storage doesn't have to be so complicated. By combining WD Red Plus HDDs and WD Red SSDs with QNAP's innovative NAS storage solutions, you can add simple, scalable, and reliable high-performance capacity to your NAS environment easily and affordably.

NAS systems loaded with generic HDDs and SSDs may not have been designed and tested to handle the demands of today's data growth. Western Digital and QNAP together can help content creators and businesses modernize their NAS systems to handle the most demanding of environments and highest workloads with a powerful data storage and management solution.

For more information on how QNAP paired with Western Digital's WD Red Plus HDDs and WD Red SSDs can turbocharge your NAS infrastructure and improve business operations, visit westerndigital.com/wdredplus.



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