Archive and Media Asset Management for Corporate Video Production

Achieve the Collaborative Workflow You Require with Quantum StorNext and IPV Curator

Corporations are relying more and more on the creation of compelling video content for marketing, training, and educating employees, and corporate communication. The ability to easily access and work collaboratively with engaging and relevant content—whether it's archived, a work in progress, or sourced from somewhere else—is a key part of the corporate video production workflow and often a major pain point. Unfortunately, the extreme performance and scalability requirements of media production and delivery are often not in alignment with traditional IT operations. This is especially true as the demand for higher quality content production grows. Corporate video production environments require a media asset management solution that offers the ability to archive, search contextually, and retrieve content instantly. Adding an end-to-end media production and archive storage solution provides the flexibility to start small, and then scale-out to meet your needs—enabling you to achieve the collaborative workflow you require.

A SOLUTION OPTIMIZED FOR EFFICIENCY AND COLLABORATION

Quantum StorNext® and IPV Curator media asset management solution creates a powerful and collaborative environment ideal for corporate video production.

Curator's integration with StorNext 5:

- Runs as an embedded application on the storage controller via the Xcellis™ Dynamic Application Environment, eliminating separate servers and streamlining deployment
- Provides permissions and policy-based content management across different stages of the production workflow
- Provides high-speed file system support
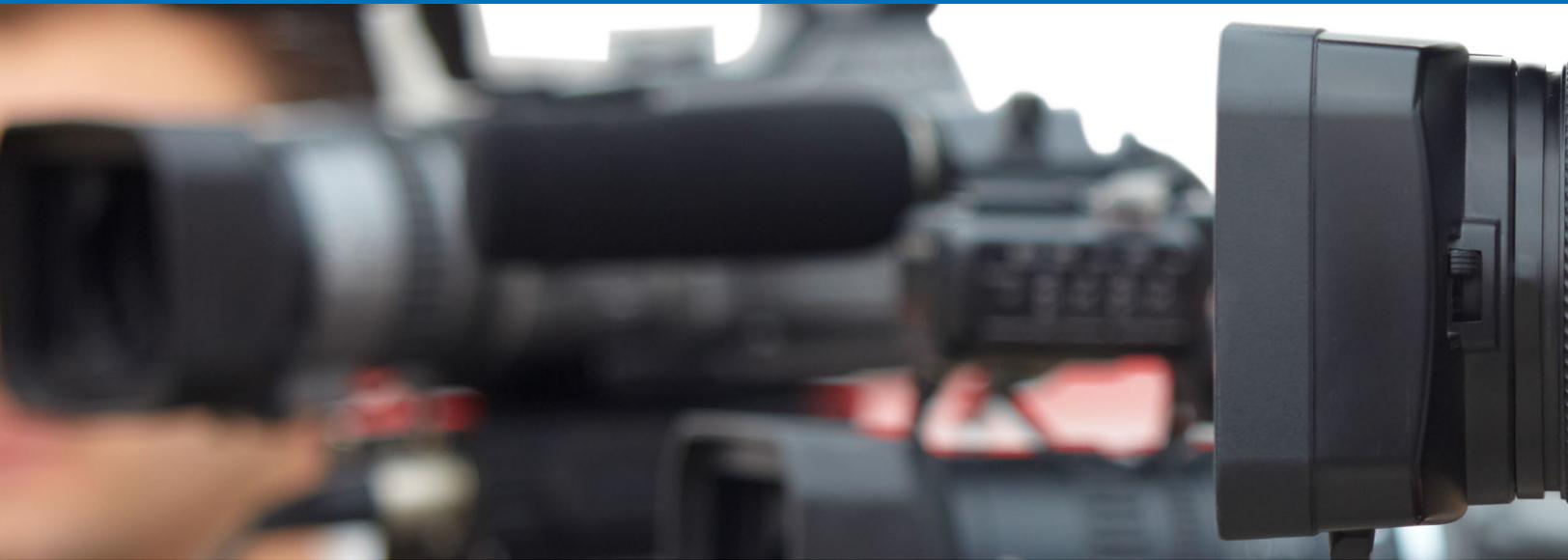- Simplifies system management, and provides status and health monitoring

CHALLENGES

- Increased reliance on video content creation for marketing, employee training, and corporate communications
- Allow multiple users to collaborate and work on engaging video content from anywhere
- Produce high-quality video content without compromising performance or scalability

SOLUTIONS

- A collaborative workflow with Quantum StorNext and IPV Curator
- IPV's media asset management solution provides the ability to tag, archive, search contextually, and retrieve content instantly.
- Quantum's end-to-end media production and archive storage solution provides collaborative workflow and the flexibility to start small, and then scale out to meet your needs.

RESULTS

- Collaborate efficiently and cost-effectively in advanced production workflows
- Leverage additional tools and services to fit your workflow, regardless of performance requirements
- Easily access shared content regardless of storage tier

- Manages resources without affecting storage performance or functionally

- Allows users to simply find the content they need, even if they have no prior knowledge of how the video has been tagged or where it is located

- Creates an affordable entry point that can be easily scaled to meet increasing user demands

NASA's Kennedy Space Center is just one example of an organization that has taken advantage of the benefits of Quantum StorNext with IPV Curator as its fully digital integrated solution for video capture and content delivery—providing a 21st century workflow for the post-Space Shuttle era. The NASA solution includes StorNext Pro Studio with high-performance disk storage and an LTO-based StorNext AEL500 archive that includes StorNext Storage Manager for data management. For media asset management, NASA chose IPV Curator, an end-to-end asset management layer that coordinates media production, editing, content management, and archive—all fully integrated with StorNext.

"With StorNext, video files get into the system at high speed. Everything is protected immediately, so the data is safe and secure, and all the assets are available immediately to users using a single IPV management interface," says Jeff Wolfe, communications systems engineer at Abacus Technology, the NASA contractor for imaging services.
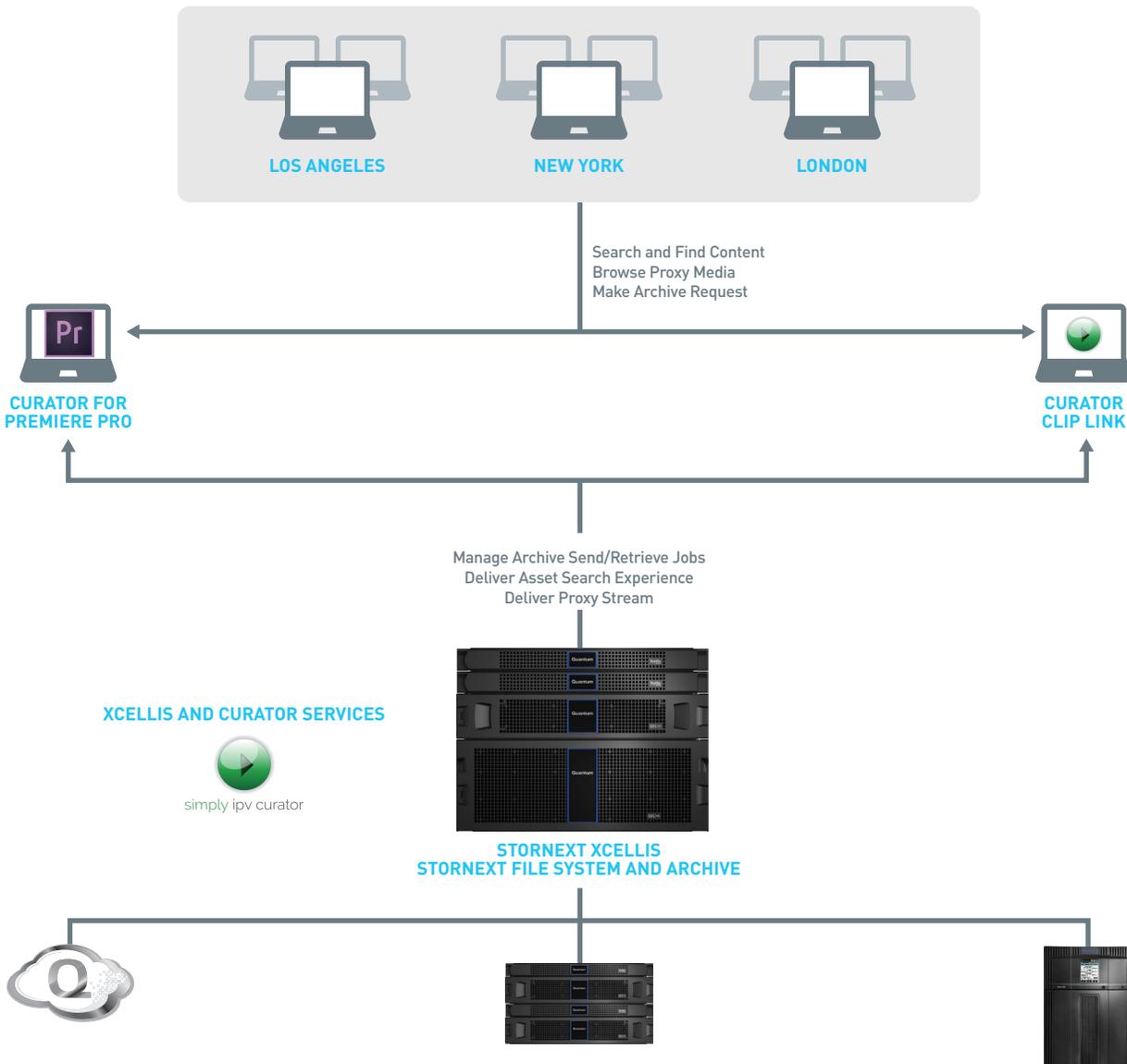
ABOUT IPV

IPV Curator dramatically streamlines media management and production processes, allowing teams to collaborate on creative works with the ability to ingest, catalogue, archive, and edit content, including live events, to produce compelling content on today's digital platforms. Used successfully by leading broadcasters and more than 500 installations worldwide, this generation of Curator builds on its heritage of innovation and is available in SaaS, on premise, and hybrid models.

Key features include:

- **Ingest –** Easy-to-use process for capturing new material automatically creates a storyboard and adds useful metadata.

- **Tagging/Logging –** Simple interface for adding consistent metadata to any asset, which is vital for later processes.

- **Advanced Find –** Faceted search with a familiar shopping cart look and feel allows nonexpert users to quickly find the assets needed for their project.

- **Editing –** Create, repurpose, and automatically publish content directly from the interface.

- **Approval –** Streamlined approval process is available on any device.

- **Publish –** Delivering content quickly and efficiently—hiding the complexities from the user—ensures your content is not only high quality, but timely and relevant.

- **Assign –** Collate video graphics, audio, and relevant content for project tracking.

- **Archive –** Moves data to the most appropriate platform—disk, tape, cloud, or a combination—and the proxy version stays online, so the asset is never lost and most work can be completed.

SOLUTION TOPOLOGY

LOS ANGELES

NEW YORK

LONDON

Search and Find Content
Browse Proxy Media
Make Archive Request

CURATOR FOR
PREMIERE PRO

CURATOR
CLIP LINK

Manage Archive Send/Retrieve Jobs
Deliver Asset Search Experience
Deliver Proxy Stream

XCELLIS AND CURATOR SERVICES

simply ipv curator

STORNEXT XCELLIS
STORNEXT FILE SYSTEM AND ARCHIVE

AN INTEGRATED SOLUTION FOR MEDIA ASSET MANAGEMENT AND ARCHIVE

Easy access to shared content is often as important as the preservation of that content. With IPV Curator's metadata management and data governance tools integrated with StorNext APIs, users can quickly find and retrieve content, regardless of the storage tier the content is stored on. This integration provides an intelligent and reliable foundation for a wide variety of everyday operations, such as high-speed editing or partially restoring content for automated repurposing, including delivery to a multitude of platforms.

Quantum Xcellis workflow storage, powered by StorNext 5, has the flexibility to manage any large content workflow, the scalability to keep up with growing demands without performance degradation, and the collaborative workflows to provide access regardless of performance requirements—and it efficiently does all of this cost-effectively. IPV Curator extends this flexibility by providing the tools users need to achieve their goals. Through advanced workflows, leading user experiences, and integrations with the latest editing platforms, Curator powers collaborative production workflows around the world.

IPV Curator has been tested and certified to run on Quantum appliances that support the Dynamic Application Environment. This unique capability reduces the cost and complexity of server and networking infrastructure by creating a virtual compute space for applications. The Dynamic Application Environment is ideal for utilities and small applications that benefit from close proximity to storage and may not warrant a separate stand-alone server. Xcellis manages the resources without affecting the performance or functionality of storage, maintaining the access that clients demand.

Xcellis reserves the necessary resources to operate the storage environment, and then opens the remaining computing power to support third-party applications. Using a KVM Hypervisor over Linux, these applications deploy as virtual machines. This allows for easy and flexible changes in the application environment. Xcellis allocates and maintains the compute, network, and storage resources for the applications, so there's no custom development needed to use this feature.

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