Quantum®

Large-Scale Media Management
Uniting Content Across an Enterprise for Control, Reuse, and Productivity

Digital workflows, new media formats, multiplying distribution channels, limited resources, and shrinking timelines have media organizations searching for flexible but sophisticated media management and storage systems that are cost-effective and simple to deploy.

The proven combination of OpenText's Media Management with Quantum's StorNext® 5 Scale-out Storage and Archive is that solution. Together the two systems serve the needs of creative professionals, production managers, and IT architects.

- Creative professionals enjoy quick access to content via their desktop tools with powerful media search and extensive support for multiple metadata models.
- Production managers appreciate the central management, rights tracking, and usage control.
- Architects and administrators in IT welcome centralized administration, scalable architecture, and use of open standard interfaces.

STORNEXT 5

With StorNext 5, you can enable both high-performance access for demanding rich media processing such as ingest, transcoding, and non-linear editing (NLE), and extend that high-performance shared access to LAN-connected graphic artists, reviewers, and quality control. StorNext 5 has become the de-facto standard, enabling customers to blend the highest-performance media processing workflows that are integrated with a large-scale repository.

- **Archive Integration –** StorNext 5 enables large-scale content repositories on existing low-cost disk, tape archive and cloud, or integrated with Quantum AEL Archive, or Quantum Q-Cloud™ Archive.
- **Performance and Scalability –** Fast enough to support large files, high-definition video, and most demanding workflows.
- **Investment Protection –** Every aspect of the system is independently scalable so components may be added as required to support growth in users, storage performance, or capacity.

OPENTEXT MEDIA MANAGEMENT

OpenText Media Management is a world-class digital asset management platform to securely manage your valuable digital media. It gives you the ability to find, access, collaborate, reuse, and archive all types of digital media content. OpenText's DAM solution, Media Management is deployed by leading customers like Fox, PBS, HBO, Rosetta Stone, Yale University, and many others.

OpenText Media Management provides integrated tools for world-class digital asset management of video, audio, images, and all your digital media files throughout the enterprise. These integrated tools enable greater usability in creative production, collaboration, and file transfer. OpenText Media Management is a proven and adaptable platform providing faceted search, flexible metadata and taxonomy schemes, and open APIs. It makes possible the omni-channel, workflow-driven world of digital marketing and media distribution. The creation, publishing, and distribution platform enhances workplace productivity through a secure, scalable ecosystem connecting people, processes, and content, from digital media creation to multi-channel, multi-platform distribution.

OPENTEXT

SOLUTION PROFILE
- Centralized Media Management
- Integrated Hi-throughput Storage Management
- Multi-Tier Archive
- Content Data Protection

Benefits
- Flexible – Automatically search and store content on lower-cost disk or tape tiers
- Scalable – Scales from tens of TBs to PBs of data
- Fast – Multiple data movers to store or retrieve data from archive quickly
- Cost-Effective – Store seldom-used content on most economical storage tier

Digital asset management is fast becoming a core technology for media companies and Fortune 1000 companies working with video and rich graphics images. It provides a "single source of truth" for branding, packaging, and global distribution. The fast-moving global media markets disseminate content and digital media simultaneously across multiple outlets to reach consumers—web, mobile, social, print—as well as co-branding to partners ranging from fast food restaurants to toy makers needing the right content at the right time. It is critical to have a secure and accessible repository to find the assets needed and be able to manage processes for revisions, approvals, and audit. OpenText Media Management provides a central repository, flexible and customizable metadata and taxonomy schemes, and collaboration and workflow tools to bridge the creative production centers and the operational execution and distribution areas.
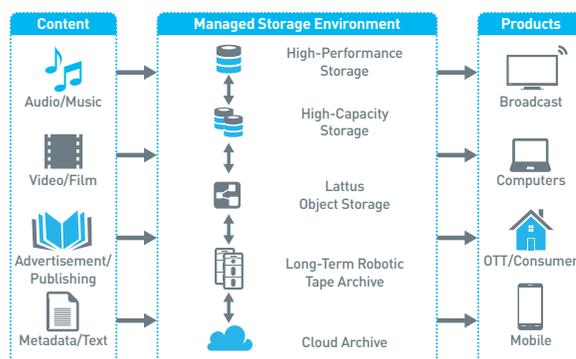
OpenText Media Management Delivers:

- Top-line value by supplying digital media content for an organization's intentional brand, identity, and customer experiences.
- Bottom-line value by reducing costs of global digital asset production and distribution as well as risks from improper usage.

COST-EFFECTIVE ARCHIVAL

StorNext AEL Archives combine data management policies with cost-effective tape storage to support the requirements of media companies and large enterprises to move less-frequently accessed data to inexpensive tape media.

- **Enterprise-class archiving for long-term data retention** – A StorNext AEL Archive is the proven tool to manage multi-terabyte to petabyte archives.
- **Data protection along with the need to archive and access data** – Provides the most effective method of protecting large volumes of data with no added overhead.
- **Cost savings** – StorNext Storage Manager empowers media production firms by giving administrators the choice of low-cost disk, Lattus™ object storage, tape libraries, or even the cloud as target destinations for archival of rich media assets. This enables customers to create a true tiered storage environment.

Case Study:
MAJOR MEDIA & ENTERTAINMENT STUDIO

A major media & entertainment studio is a recognized industry leader of marketing, sales, and distribution for all of their film and television programming on DVD and Blu-ray as well as video acquisitions and original productions for the U.S. and Canada. The company is in Los Angeles, California.

Their large archive project is powered by OpenText Media Management with StorNext as the underlying data management layer. The vaulting project is a massive storehouse for their entire film library. With plans to grow in the tens of petabytes, Media Management interfaces with Quantum's StorNext Storage Manager archiving software to store the films in the highest video quality on Quantum tape libraries. Media Management maintains all the metadata about the films and is integrated with Oracle Financials to power a sophisticated ordering and delivery system. The valuable assets in the archive are now accessible and deliverable, in any format for order fulfillment. Media Management protects, organizes and maintains vast amounts of metadata integrating with order fulfillment and delivery to streamline the process and unlock the inherent value of the films.

BEST TOGETHER

If a marketing department in a large media organization had infinite resources, it would be able to store all rich media assets, no matter how old, on very fast storage subsystems. But as Gartner states, about 70% of corporate data is rarely accessed after 90 days. That means customers are paying a high cost per GB to store seldom-used, but important, data that must always be searchable and accessible to be reused and repurposed.

Quantum StorNext storage management solutions pair with OpenText Media Management software, enabling cost-effective, centralized storage for the manipulation and long-term storage of media assets.

OpenText Media Management platform provides the "brains" behind organizing and transferring files between different applications as well as searching, storing, and managing for content controlled in the archive across the StorNext-enabled tiered storage. For users, the content is transparent and accessible, whether the file is sitting on fast fibre-channel Q-Series disk, nearline AEL Archives, Lattus object storage, or even Q-Cloud Archive public cloud storage.

The StorNext platform, leveraged by OpenText Media Management, is responsible for physically moving the content between storage tiers—governed by business rules, the value of the asset, and its place in the content lifecycle. As an asset ages, StorNext policies, which are set by the administrator, enable the asset to migrate from fast disk to secondary storage and archives. OpenText Media Management integrates with StorNext to search and recall assets transparently—regardless of the storage tier on which the asset resides.

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