

Hybrid cloud storage for media & entertainment



Overview

The digitization of content and ongoing technological innovations continue to drive growth and force changes in the media and entertainment industry. The drive to new revenue streams and digital subscriptions relies on rapid access to file data. Whether it is global collaboration on scripts, analyzing remote site scouting information, or distributed post-production files, teams need immediate access to the latest information to meet delivery deadlines.

While the number of content delivery channels has increased significantly, the need to consolidate and simplify access to this data volume has also increased. It shows no signs of abating in the face of rapid growth. Hybrid cloud storage from Nasuni meets that demand and creates a foundation for unlimited growth and expansion while making acquisitions smoother.

The NAS evolution

Legacy Network Attached Storage (NAS) systems have long been the go-to solution for storing and accessing unstructured file data within enterprise environments. However, as data volumes grow exponentially and the need for global accessibility and collaboration increases, these legacy systems have reached their limits. NAS systems lack the scalability, flexibility, manageability, and cost savings required to meet the evolving needs of modern production and publishing houses.

Delivering value for media & entertainment industry customers

- 80% reduction in overall storage footprint
– Dotdash meredith
- Less than 60-minute RTO and RPOs
– The Mars Agency
- 90% reduction in time to sync files between offices
– Allied Global Marketing








To overcome the limitations of legacy NAS, forward-thinking companies are transitioning to a hybrid cloud. This approach combines the best of both worlds: the locality and performance of on-premises storage with the scalability and cost-effectiveness of cloud storage. By leveraging virtual edge devices for locality caches and a global file namespace, enterprises can achieve seamless access to their unstructured file data, regardless of regional or geographic location. Whether you are in the film, print, radio, television, gaming business, or covering them all, this “hub-and-spoke” approach to data access and management allows all teams immediate access to the same centrally managed files regardless of location. This keeps everyone on the same page while accelerating delivery times involving disparate locations.

Meeting the needs of a rapidly changing industry

The delivery of media assets via a growing number of channels and the evolution of digital delivery models make for a rapidly evolving industry. When production, distribution, and creative agencies consolidate and merge, a hybrid cloud storage

platform makes data ingestion during an acquisition a vastly simpler and faster process.

Security at the core

Your content is invaluable and should be treated as such. Nasuni stores all files as immutable objects in cloud storage. Files are continuously versioned and can easily be recovered should a disaster strike. Built-in disaster recovery takes only 15 minutes to restore access to impacted file shares, even if it is multiple volumes. Integrated ransomware detection and mitigation at the edge stops cyber-attacks quickly and enables extremely fast recovery. The business keeps moving with Nasuni.

Works seamlessly with your applications

Centrally manage and provide access to media assets, creatives, and planning, and keep all contributors on the same page. Nasuni supports access to files through standard SMB (CIFS), NFS, S3, FTP/SFTP, and HTTPS file-sharing protocols for Microsoft Windows, Linux, and macOS with advanced support for extended macOS file attributes and metadata, allowing for easy file-sharing across all environments.

No matter what sector of media & entertainment your business is in, files and content are at the heart of what you do and the value you deliver to your audiences. Manage it correctly, with unlimited scalability, built-in security, and robust edge performance, all within a single environment that simplifies administration.



sales@nasuni.com
+1.857.444.8500

nasuni.com

Nasuni is a unified file data platform for enterprises facing an explosion of unstructured data, combining storage and data services into a hybrid cloud solution.

Nasuni's approach enables business resiliency and better data management, while providing solutions that drive IT efficiency – cutting infrastructure costs by up to 65%. The Nasuni File Data Platform replaces the friction associated with legacy infrastructure with optimized infrastructure flow, supporting modern enterprise expectations for data analytics and business insights, and helping businesses transform data from obstacle into opportunity.