

Solution at a Glance

Nasuni and Azure for Retail and Consumer Goods

Highlights

Improve collaboration across distributed creative teams with high speed, multi-site file sharing

Retain and reuse creative assets with unlimited storage capacity for group shares and project directories

Ensure business continuity with access to files even if a file server or site goes down

Secure proprietary designs with file encryption and policy-driven access control

Leverage a cloud-first architecture to increase agility and resilience

Archive creative content at low-cost but have the files quickly accessible if needed

Reduce CAPEX and operate with more predictable costs

The Challenge: Creative Workflows are Limited by Traditional File Infrastructure

Today's retailers and consumer goods companies know improving the customer experience is key to competitiveness. Success demands intense creative collaboration. Marketing, brand management, and product teams need to work with the latest designs to create fresh looks. Product and packaging teams must work with manufacturing to model and test high impact designs. Whether it's creating a fresh new shelf layout with Adobe InDesign, developing innovative packaging with Illustrator, touching up a model's face with Photoshop, or budgeting for the latest promotion with Excel, more unstructured data is being generated than ever before. Technologies like AR, VR, and 4K and 8K video will only make the challenge more difficult.

Traditional file storage architectures cannot support this new digital reality. Legacy file systems are not designed to handle huge quantities of unstructured data and multiple locations. Older, disk array-based architectures don't support the need for secure, long-distance collaboration on large files. And, on-site backup solutions are being taxed by the explosion in unstructured data.

The Solution: Azure and Nasuni for Scalable Creative Content Storage and Collaboration

Retail and consumer brand companies that need to share large files across multiple locations are beginning to realize the cloud is the answer to improved design efficiency and lower costs. And that Azure and Nasuni are the ideal solution.

Case in point: When the largest beauty retailer in the US realized its planograms for in-store shelf displays were becoming too big to save and share with designers in different locations, it turned to Nasuni and Azure. Now, with the limitless capacity of Azure Blob storage and the ability to share Adobe InDesign files from any location using Nasuni's global file system and on-premises edge appliances, the retailer's creative teams can spend more time inventing new looks and layouts. At the same time, IT is benefiting from simpler file server management. For this large retailer, a modern file infrastructure means stores look fresh every time a customer walks in.





A Best of Both Worlds Approach

Nasuni® is the new enterprise file services platform designed for the modern cloud era. Its hybrid cloud architecture is ideally suited for the digital design and production workflows required in retail and consumer goods.

The Nasuni UniFS® global file system lives in Azure Blob storage but extends out to the edge using virtual or physical caching appliances that store only frequently used data. Any number of edge appliances can be deployed in any number of locations for limitless file sharing.

This unique “cloud-first” architecture offers the best of both worlds: the virtually infinite scalability of the cloud and the flexibility, performance, and compatibility of on-premises file servers. Together, Nasuni and Azure offer:

- Unified file storage, archival storage, data protection, and file server management across all design centers and remote sites.
- Unlimited capacity and secure file storage for unstructured data of all types and file sizes.
- Global access to a single unified file system from any location, leveraging the cloud for cost-effective, efficient large file transfer.
- Scalable file infrastructure for desktop publishing, Adobe Creative Cloud files, high-resolution images, and 4K and 8K video.
- Global File Lock™ to minimize the threat of data loss due to version conflicts across different design centers.
- Continuous File Versioning™ to provide an infinite history of all files and file versions for easy self-service or IT-assisted recovery.
- Up to 60% cost savings compared to the cost of NAS, backup, DR, replication, WAN optimization, and other legacy tools traditionally needed for enterprise file services.

Learn why [Nasuni was named Azure Global ISV of the Year](#) and why so many retail and consumer brand companies are modernizing their global file infrastructures with Nasuni and Azure. [Talk to an Azure cloud specialist](#) or [schedule a deep dive briefing at a Microsoft Technology Center \(MTC\)](#) near you.