

# Nasuni for Media and Entertainment



## NASUNI AT A GLANCE

**Easy external collaboration** for remote and hybrid users who can access and share content anywhere in real-time

**High-speed transfer** for media assets without file size limits

**Near-zero** cloud latency for end users

**Unlimited** file storage backed up by cloud object storage

**Scalable** solution that grows with your business needs

The media and entertainment industry market size is expected to grow to \$2.84 trillion by 2025. The sector consists of thousands of small-to-medium-sized enterprises. Digital content creators and collaborators in the media and entertainment sector are constantly looking for new and innovative solutions that enable them to produce and distribute content faster and quicker.

Being able to access and move digital assets around efficiently, securely, and accurately is vital as media workflows become more collaborative and global. Digital media assets and media workflows can generate huge volumes of data, particularly with the advent of new audio/video technologies such as 4K/8K. Data needs to be easily accessible, often between global teams and partners, highly-secure, and moved with speed regardless of size.

Secure access controls are important for an industry in which the digital assets often represent a company's intellectual property. Video production teams can employ many people in the end-to-end creative and marketing process, such as those involved in development, management, production, postproduction, and marketing. Additionally, there can be freelance contractors who may be working on multiple projects from remote locations and can become a primary target for malware. It becomes difficult for media companies to track end-user access and to be able to implement effective security management across multiple locations.

Nasuni provides file data services with specific optimizations for the media and entertainment industry in addition to other organizations that are dealing with massively growing amounts of digital media assets.



Nasuni is backed by the scalability of cloud object **storage to provide unlimited capacity** to an unlimited number of sites and users.

## Nasuni File Data Services

The Nasuni File Data Platform is a modern file data services platform built for the cloud that removes dependencies on vulnerable NAS and file servers across every access point. Nasuni lets production teams of content creators consolidate and ingest media files directly into the cloud. Nasuni's UniFS® global file system presents a file-based interface backed by limitless, low-cost cloud object storage such as Microsoft Azure Blob, Amazon S3, and Google Cloud instead of expensive, hardware-constrained block storage. Perfect for ever-expanding media assets and a limitless media NAS replacement.

### Scalability

Large media assets can easily consume petabytes of data. Companies using Nasuni can work with multi-petabytes of data, delivered as a single namespace that can scale across multiple sites in multiple geographies. Production teams of all levels can access these sites directly with appropriate access levels. Media files can be accessed from regional, secure cloud storage instead of multiple, on-premises file servers or NAS devices that rely on copy tools to duplicate files across locations.

### Multi-Device Access

Users can have authorized access to media files from any device over the Internet without the need for a VPN connection. Access is provided via mobile devices (iOS and Android), desktop Apps (Windows and Mac), as well as from any web browser, without the need for browser plug-ins.



## Built-in Media and Entertainment Workflow Features

The Nasuni Access Anywhere add-on service has built-in media features to make end users and media workflows easier and more productive. Creating video proxy files can be as simple as right clicking the media file in the web interface and choosing a preset resolution, or, alternatively, data automation rules can be set to automatically generate proxy files as soon as media files land in a nominated folder.

## Interoperable API

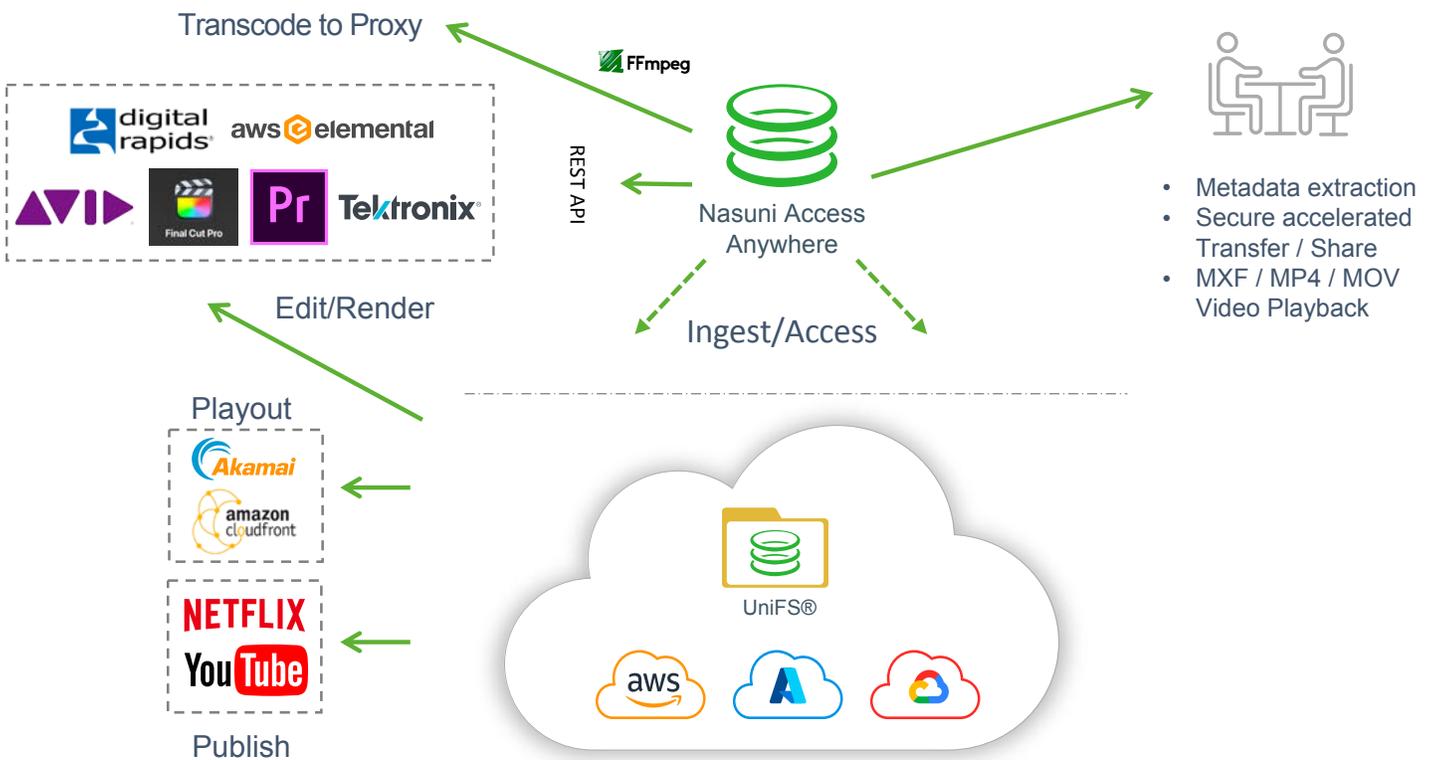
Nasuni has a rich API that can be easily used to integrate with existing MAMs and DAMs that a company may use.

## Stream Mezzanine Media Files

Large raw MXF and PRORES files can be web-streamed using Nasuni. This ensures users browsing large raw content can easily scrub and check before downloading.

## High-Speed File Transfer

If end users have to wait around as large media asset files are uploaded and downloaded, this can lead to lost productivity and production delays. Nasuni Access Anywhere's accelerated file transfer feature, prevents the need to buy a separate transfer acceleration solution. A 4K movie can be over 150GB. Some R3D formats will use as much as 1.3TB per hour and higher! Moving large files can take days. With Nasuni, large files are split into pieces, sent in parallel over multiple streams, and reassembled back into a contiguous file, maximizing network bandwidth, minimizing network latency, and increasing resiliency, particularly for wide-area networks.



Nasuni supports media and entertainment workflows working with high volume of digital media assets.



Disaster recovery at all global locations. If a site outage occurs, **files can be restored within minutes.**

## Secure File Sharing and Metadata Search

Creative teams often need to collaborate as virtual groups and adapt to changing conditions in real-time. Companies using Nasuni can securely share and track media files globally with content and play-out partners. Users can store, manage, and share any content with password-protected folder sharing, unlimited versioning, comments, and annotations. Media assets can be set up to be automatically indexed so that media info and other associated metadata is cataloged and searchable.

## Built-in Data Protection

Not only are files continuously backed up automatically at much more frequent intervals than traditional backup, but also restoring files is fast and simple. File changes are continually captured in all locations for fast, any point-in-time recovery. Best of all, Nasuni scales infinitely to keep up with media file versions and growth.

## Built-in Ransomware Protection and Recovery

Nasuni delivers in-line detection of live ransomware attacks with up-to-date intelligence on the latest emerging threats as they are happening. Nasuni Rapid Ransomware Recovery is the last line of defense for valuable media content, enabling the recovery of millions of files with laser precision in minutes across any number of sites to just moments before the attack.



### ABOUT NASUNI CORPORATION

Nasuni is a leading file data services company that helps organizations create a secure, file data cloud for digital transformation, global growth, and information insight. The Nasuni File Data Platform is a cloud-native suite of services offering user productivity, business continuity, data intelligence, cloud choice, and simplified global infrastructure. The platform and its add-on services replace traditional file infrastructure, including Network-Attached Storage (NAS), back-up, and DR, with a cloud-scale solution. By consolidating file data in easily expandable cloud object storage from Azure, AWS, Google Cloud, and others, Nasuni becomes the cloud-native replacement for traditional NAS and file server infrastructure. For more information, visit [www.nasuni.com](http://www.nasuni.com).