

## Solution Brief

# Nasuni for Media and Advertising



## Creative Content Has Outgrown Traditional Storage Architectures

Media, entertainment and technology are converging to make marketing, branding and advertising more dynamic than ever. Multimedia campaigns need design workflows that are increasingly complicated.

Media may comprise multiple components –full video, thumbnails, metadata, audio – formatted for multiple devices. Delivering a pleasing content experience to all possible devices, over a variety of network connections, requires extensive transcoding up-front; with 8-10 video profiles for each content stream now being the industry norm. These profiles are necessary to enable adaptive bitrate (ABR) streaming of over-the-top (OTT) content, but result in a 3X multiplier on file storage. Coupled with growing resolution from standard definition (SD) to high definition (HD) and UltraHD, and growth in virtual reality, the cumulative result is even bigger multipliers on back-end file storage.

Current storage architectures can no longer meet these requirements. IT organizations are constantly refreshing or expanding on-premises SAN and NAS infrastructures to meet increasing demands for Adobe Illustrator, source code, and video storage. Budgets are compromised as primary storage expenditures require additional investments in backup infrastructure, DR sites, datacenter floor space, and IT staff. End users complain about insufficient capacity and inadequate recovery points and recovery times, even as they purchase file synchronization and sharing solutions that make securing sensitive client data more challenging for IT.

### Highlights

**Accelerate collaboration** across multiple teams with secure, enterprise-wide file sharing

**Support shared service strategies** with centralized storage provisioning and management

**Increase overall productivity** with reduced downtime, built-in backup, disaster recovery and rapid file restores

**Eliminate time-consuming storage refresh cycles with on-demand, unlimited storage** for media and video files

**Secure client data** with file encryption and policy-driven access control

## Nasuni: The New Cloud-Scale Solution

Nasuni cloud-scale enterprise file services is the new strategic platform for storage, data protection, and global file access in media and advertising. Backed by leading private and public cloud object stores, Nasuni’s next-generation cloud file system technology combined with local caching appliances is the ideal solution for creative content storage infrastructure.

Designers and developers will never run out of capacity, even when saving or archiving space-consuming file types such as high-resolution video. No matter how many remote offices are collaborating, creative teams will be able to access and share the same files quickly, easily and securely, without conflict.

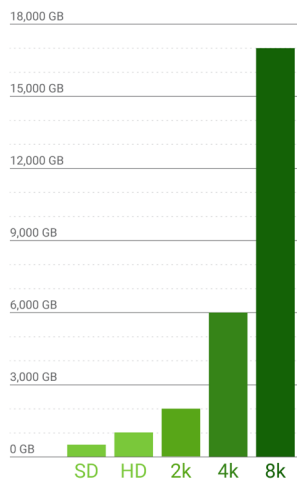
Nasuni is also the ideal storage solution for IT organizations looking to standardize enterprise file storage across all locations. With Nasuni, managing and replicating NAS devices, administering separate remote office backup solutions, and responding to constant demands for new capacity are eliminated.

Equally important, Nasuni is the more secure place to keep client data. Unlike “shadow IT” file sync solutions such as Box and Dropbox, Nasuni leverages the world’s leading public and private cloud object stores and uses customer-controlled keys to encrypt all data. Neither Nasuni nor the cloud provider can see what is being stored.

With Nasuni, Media and Advertising firms benefit from:

- Faster delivery of creative content to clients.
- Improved collaboration for higher-quality creative content.
- Up to 60% cost savings by consolidating separate disciplines of NAS, backup, archive, DR, and global file access into one simpler solution.
- The end of storage and related infrastructure refreshes.

### High Resolution Format Comparison



Approximate storage requirements for 90-minute video across multiple formats.

## Capabilities Suited for Media & Advertising

Delivered as a subscription service, Nasuni presents local volumes like a standard NAS device, giving existing creative and business applications access to unlimited file storage without changing the user experience. Capabilities include:

**Unlimited primary and archive file storage** – Nasuni Edge Appliances, which can be physical or virtual, are deployed on-premises to provide fast, secure access to files. These appliances send all files immediately to the cloud (no tiering), where the authoritative copies are stored by the Nasuni UniFS file system in your preferred object store. Since the gold master copies of all files live on inexpensive, virtually unlimited cloud storage, the Edge Appliances only need enough local storage to cache the active data.

**Global file access** – Files are cached locally in each on-site Edge Appliance, giving users fast access to all files. Since all changes and updates are constantly sent to the single master copy in the cloud, users in all locations are always working with the most current files.

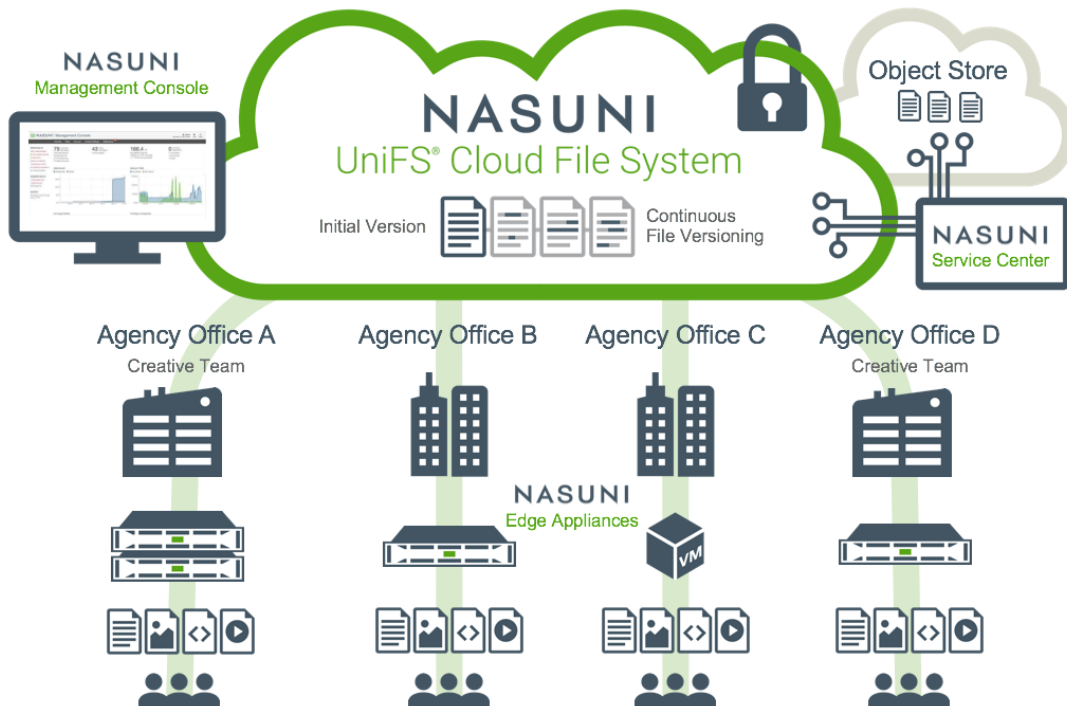


**Unequaled data protection** – Nasuni Continuous Versioning™ eliminates the need for traditional backup, while providing superior recovery points and recovery times. Every change to every file is continuously sent to cloud object storage, where it is versioned and stored by UniFS. This enables any version of any file to be recovered in minutes. In the case of a disaster, equipment failure, or local office outage, files can still be accessed by all users in the cloud. Even restoring local file access by repopulating Edge Appliances takes only minutes.

**Strong Security** – Nasuni Edge Appliances join the organization’s Active Directory for full integration with existing user authentication and access control policies. Data sent is encrypted using strong AES-256 encryption before being sent to the cloud using a key generated and controlled by the customer. Data is never visible to the cloud provider or Nasuni.

**Mobile Access** – Nasuni Mobile provides mobile data access on iOS and Android devices as well as file synchronization on laptops. This enables files to remain securely under IT control instead of putting them at risk on consumer-grade file shares or “box” services.

**Global File Locking** – Scalable cloud-based global file locking protects media and other files from loss or corruption by preventing data from being simultaneously written in multiple locations. File locks are extended across the global enterprise and function as if users were accessing files from the same file server.



*Nasuni stores files immediately in the cloud while caching frequently accessed files in on-premises Edge Appliances for fast, secure local access. The Nasuni UniFS file system leverages public and private cloud object stores to provide virtually unlimited file storage and global file sharing across the distributed enterprise.*



## A Powerful Solution for Your Creative Enterprise

Global advertising, entertainment, and marketing organizations depend on shared services and streamlined IT infrastructures to deliver high-quality creative content while controlling costs. Creative success requires infrastructure that supports intense collaboration. Business success requires streamlined operations and efficient shared services. Nasuni provides Media and Advertising organizations with a powerful, affordable, cloud-native platform for storing, protecting, and accessing a constantly growing creative content asset base.

## About Nasuni

Nasuni (“NAS Unified”) is the leading provider of cloud-scale enterprise file services. Powered by UniFS®, the first cloud-native file system, Nasuni leverages private and public cloud object storage to integrate and surpass the “silo” capabilities of traditional Network Attached Storage (NAS), data protection software, mobile file access software, and DR infrastructure. Enterprises benefit from unlimited primary and archive storage capacity, unequaled recovery points and recovery times, unrestricted file access, and unrivaled cost savings, along with the ability to meet “cloud-first” and business agility objectives. For more information, visit [www.nasuni.com](http://www.nasuni.com).