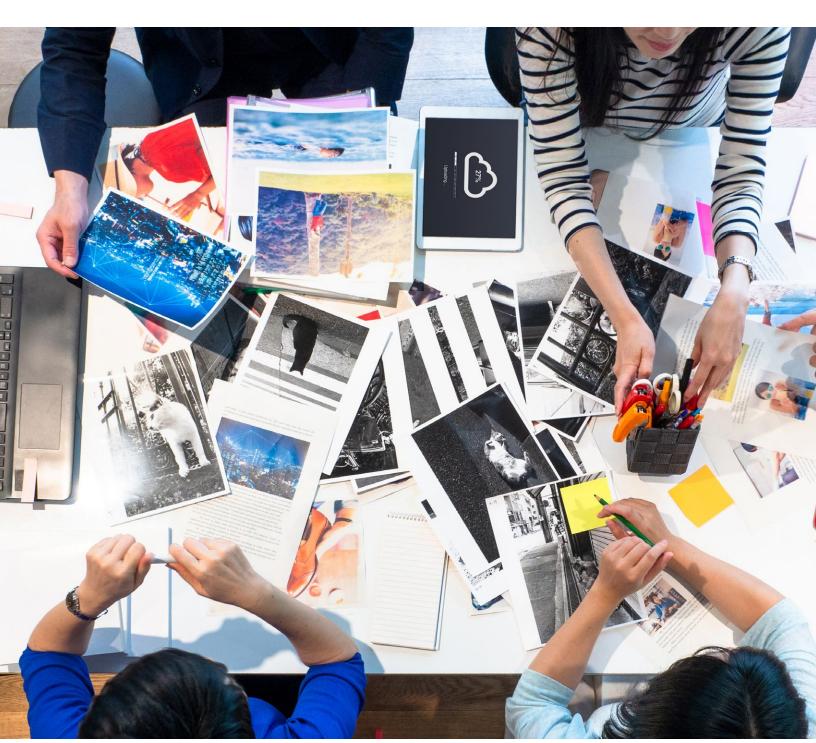# How Five Leading Media and Marketing Firms Leverage Cloud File Storage for a Competitive Advantage

NASUNI

The media, marketing, and advertising space is more dynamic and technically challenging than ever before. To remain competitive, large regional and global companies need to draw on talent distributed across multiple geographies, while still functioning and operating as one unified, cohesive, and cost-conscious brand.

The ever-increasing complexity of the digital assets at the heart of advertising campaigns and media brands is driving tremendous and often unpredictable file data growth. Agencies and organizations not only need to store this growing data, but also protect their client's assets from both internal and external threats, including ransomware.

Traditional storage and data protection architectures create silos of content. The result is that collaborating on client projects becomes difficult, and end users often replicate data unnecessarily. This leads to unpredictable capacity growth and strains backup and network infrastructure. It is no surprise that more and more media and advertising companies are shifting file infrastructure and data protection to the cloud. The pandemic-induced transition to remote work has only accelerated this digital transformation by making global remote file access mandatory.

This white paper reviews the benefits of modern cloud file storage for large marketing, branding, and advertising organizations, using real examples from companies that have leveraged their cloud modernization efforts for a competitive advantage. With Nasuni cloud file storage, these companies are now able to:

Consolidate global file servers, including Mac file servers in remote and branch offices, into one cloud platform and one global file system.

Connect the creative talents of distributed design teams with secure, fast file sharing and collaboration.

Accelerate project completion and boost client satisfaction by extending high-performance, secure cached access to files in any location.

Protect data with continuous versioning to the cloud and provide data resiliency in the event of an outage.

Simplify the process of reconfiguring and assigning file storage resources rapidly as new groups or entities are acquired or divested.

Convert file storage and file data protection from unpredictable CapEx into an easy-to-budget, pay-as-you-grow operating expenditure.

The creative success of these organizations depends on infrastructure that supports fast, seamless collaboration without disruptive version and revision conflicts. Business success requires streamlined operations and shared services that optimize costs and accelerate project completion.

Nasuni provides media, marketing, and advertising organizations with a powerful, affordable, cloud-native platform for storing, protecting, and accessing their constantly growing creative content asset base, and this white paper reviews five such examples.

Strengthening Collaboration at Meredith Corporation

One of the largest media companies in the United States, Meredith Corporation is home of some of the most storied brands in the magazine business, including People and Better Homes & Gardens, and has a broadcast television reach that extends to 11% of U.S. households. In 2018, when the company purchased Time, Inc., IT leadership decided it was time to accelerate Meredith's move to the cloud. The company had been struggling with rising costs associated with storing and protecting its files, unpredictable growth in the size of its creative files, high infrastructure costs at small offices, inefficient collaboration, and slow file access at remote sites.

*Meredith Corporation has a broadcast television reach that **extends to 11% of U.S. households***

"We have people who provide content for our magazines located in one city, people who provide the images in another, and people who design the pages and layouts might be in another location. For a really long time, they were calling us to complain, saying how slow it was when they connected to the Des Moines server from New York City, for example," says Director of Enterprise Infrastructure Dave Coffman. "We tried WAN acceleration and all sorts of other things, but we never could catch our white whale, a global file system."

Once the company modernized its infrastructure with Nasuni and its global file system, UniFS®, Meredith:

1. **Consolidated** file infrastructure silos at large and small offices into one platform.

2. **Cut costs** by switching to a predictable OPEX model and eliminating traditional backup.

3. **Reduced** the cost of local infrastructure by up to 85%.

4. **Strengthened** file data protection by switching from NetApp backup to Nasuni Continuous File Versioning®.

5. **Removed concerns** around capacity planning for teams that like to work at the highest resolution possible.

One of the most significant changes, though, is the impact on workflow, as Nasuni has accelerated design and editing cycles for creative teams through efficient, secure, high-speed collaboration. "From an end-user perspective, Nasuni has been an extremely dependable file share tool for massive images which are needed on deadline," says Technical Lead of Editorial Operations Jared Annear. "Nasuni is how our staff in Des Moines, IA are able to work directly with [their colleagues] in New York City and Birmingham, AL (and others) to send and receive files within minutes and always be sure the files are in sync across every location."

TBWA

Deploying a PB-scale Global File System at TBWA

The global advertising conglomerate TBWA was an early leader in digital transformation, recognizing the value of the cloud before many of its competitors. TBWA has deployed 90 Nasuni Edge Appliances worldwide – including 80 VMs on VMware virtual infrastructure and 10 physical Nasuni appliances.

These appliances provide access to more than 10PBs of unstructured data stored by UniFS in the cloud, including Adobe Creative Cloud application files, images, and other files. They look and act like TBWA's former NAS devices and file servers, except they require, on average, 80% less hardware resources, since they only store active files.

As TBWA's creative teams work on files from their Mac and Windows clients, Nasuni uses affordable, high-speed internet bandwidth to synchronize changes with the gold copy of each file in object storage, then propagate the changes out to all edge appliances. This cloud-centric orchestration unlocks multi-site creative collaboration on a global scale. Overall, Nasuni has enabled TBWA to:

1. **Consolidate** file storage and reduce local infrastructure needs at 90 global locations.

2. **Accelerate** creative collaboration and reduce the time creatives are left waiting for files to transfer.

3. **Strengthen** data protection and minimize downtime by improving recovery times and recovery points at all sites.

Nasuni's integration with Mac has also proven critical, including its support for file sharing across macOS and Windows operation systems without the performance delays or feature losses that normally result. Finally, Nasuni has facilitated TBWA's digital transformation and cloud modernization, while simultaneously benefiting creative teams and their clients – and done so at a global scale.

"Given our multi-petabyte requirements, the scalability of Nasuni's cloud-native file system was a major factor in our selection process," says Adam Sharp, Chief Information Officer, TBWA Worldwide. "Other solutions we looked at were controller-based, and thus constrained by hardware limits. We needed a solution that would scale with our underlying private cloud storage, while still giving every office high-speed access to files. Nasuni has worked as advertised."

Integration with Mac has also proven critical, *including its support for file sharing across macOS and Windows operation systems*

Cheíl

Minimizing Downtime at Cheil

A marketing agency of the Samsung Group, Cheil Worldwide, has 53 offices on five continents, and its list of clients includes Absolut, Adidas, Coca-Cola, and Microsoft. As the digital files that form its creative campaigns grew in size and complexity, and its teams worked with more 4K and 8K videos, Cheil's IT leadership began looking for a more agile, flexible, and future-ready file storage solution.

*Nasuni has made the process of **expanding to new locations easier** for Cheil's IT team*

Previously, employees had to buy a new shelf every time an office ran out of storage. Capacity needs were by nature unpredictable, since an office's needs might balloon when a team took on a new client or project. Nasuni gives the firm pay-as-you-grow storage capacity in the cloud that decouples storage growth from local hardware. Capacity scales in the cloud, not on local devices, yet end users always enjoy fast, cached accessed to files – even in remote and far-flung offices.

Nasuni has made it easier for Cheil's IT team to manage file storage remotely, eliminated islands of storage at various sites, vastly simplified the process of expanding to new locations, and completely overhauled file data backup and recovery.

"We no longer have to run around with tapes," says Michael Goral, European HQ IT Operations Manager at Cheil Worldwide. "We have clear recovery points. We have a clear DR scenario. Each office can go down and we can replicate that data in another office. This is something that has not existed at Cheil until today."

IDL Worldwide

Reduced the local storage footprint at each office by 80%

Accelerating Project Delivery at IDL

Branding firm IDL Worldwide counts Nickelodeon, The North Face, and Coca-Cola among its clients, and the firm has been expanding aggressively. When IDL determined that its legacy file server and backup infrastructure could no longer support the needs of its business, the company began evaluating cloud alternatives. IT wanted a solution that would efficiently support its growth, allow for easy expansion into new markets, and make it simple to stand up new offices quickly. The company also had to find a way to accelerate collaboration between these sites.

Users were storing Adobe Creative Cloud application files, video, audio, and CAD/CAM project files on laptops, file servers in multiple offices, and other hard-to-track locations. On a given project, creative teams made up of graphic designers, artisans, copywriters, 3D visualization groups, photographers, builders, and craftsmen – often based at many different locations – work together. To collaborate, these teams relied on a complex mix of file transfer solutions, including Aspera, Mass Transit, and FTP, along with local file servers, Dropbox, and private network bandwidth. In some cases, IDL would store 20+ copies of a single 1GB file. One audit revealed that 40% of the files on a major server were duplicates.

The company evaluated multiple options and ultimately chose Nasuni. IDL now has fast, secure access to the most recent versions of design and creative files at all locations, without expensive, full-sized file servers or NAS devices. The local storage footprint at each office has been reduced by up to 80%, and if IDL wants to grow into a new market and stand up a new site, the firm only has to add a 2-6TB Nasuni appliance instead of a 50TB file server. Built-in deduplication and compression means the days of 20+ versions of the same file are gone.

1. **More Efficient Resource Sharing:** If IDL's 3D rendering farm in Portland, Oregon is overloaded, the creative team in that location can utilize similar resources at IDL's Pittsburgh, Pennsylvania site.

2. **Standardized Collaboration Tools:** Creatives, clients, and vendors can collaborate on files of any type, size, or complexity.

3. **Lower IT CapEx and OpEx:** By switching to Nasuni and the cloud, IDL has eliminated yearly file storage support and service contracts, reduced backup software maintenance, and eliminated Dropbox and FTP.

One of the more transformative results relates to project delivery. Solving the file duplication problem wasn't merely a storage efficiency win. With Nasuni, there is only one gold copy of each file, and it resides in the cloud. As users make changes to cached copies of this file, the changes propagate quickly to other sites through high-speed file synchronization. For IDL, this is saving creative teams a tremendous amount of time, since they don't have to worry about whether they're working on the latest version and facilitating quicker back-and-forth reviews with clients. The firm estimates that Nasuni is helping them complete projects 50% faster.

"We're giving time back to our employees," explains David Cottman, Manager of Graphic Solutions, IDL Worldwide. "To be able to work in a collaborative space like this, they're not wasting an extra hour or hour and a half each day searching for files, deleting files to free up space, trying to get back older versions, or waiting for files to be transferred to their location. That time adds up."

1HQ
BRAND AGENCY

*A project can move from Singapore to the U.K. to New York, **completing in one day what would have taken three***

Building a 24-hour Global Agency at 1HQ

Headquartered in the U.K., 1HQ has creative studios around the world specializing in brand strategy, innovation, design, and communication. The company's customers include everything from local startups to multinational con- glomerates like Unilever and Nestle. The customer-centric agency has been expanding rapidly and wants all of its global studios to be able to collaborate and communicate quickly and easily. 1HQ developed a vision of a 24-hour agency in which one studio could pass a project off to an- other one in a different time zone, allowing the second site to pick up that work as their day ends.

"Not all studios are exactly the same," says 1HQ Chief Strategy Officer Andrew Collins. "We have different and often complementary skills, and we need to be able to fold those together efficiently."

Now that the firm has modernized with Nasuni cloud file storage, a project can move from Singapore to the U.K. to New York, drawing on the talent in each location and completing in one day what would have taken three.

1. **Faster Collaboration:** The multi-GB files 1HQ regularly works with had been slowing file sharing and collaboration. With Nasuni, the gold copy of each file resides in the cloud and is cached locally. As a file is updated, only the deltas propagate to the next studio, so those sites see the most recent version faster.

2. **Easy Access to Distributed Talent:** Global collaboration with Nasuni allows 1HQ to tap different skillsets. A design-focused studio in Singapore, for example, can now easily enlist the help of the communications experts in the U.K.

3. **Higher Quality Work:** Nasuni makes it easier for 1HQ to meet tight deadlines, but it also leads to improved work. Nasuni's fast global collaboration helps projects speed through more design and review cycles, ensuring the finished product is that much better.

Despite its global aspirations and success, 1HQ wants to remain a collaborative and people-centric studio at heart. By making it easier for studios to work with each other, Nasuni is fostering a sense of community. "The key thing really is this sense of connectedness and being part of a single team," says Collins. "People want to feel part of one organization, and Nasuni helps us achieve that. They might be proud of their location and their studio but they're excited to be part of a business which has a global footprint while still retaining a personal touch."

Digital Transformation with Nasuni Cloud File Storage

Nasuni replaces traditional on-premises primary and secondary file storage with a platform that leverages object storage to deliver a simpler, lower cost, and more efficient SaaS solution that scales easily to handle rapid unstructured data growth. Combined with Microsoft Azure, AWS, Google Cloud, or other public and private object stores, Nasuni delivers modern file infrastructure that spans any number of locations, eases administration, and accelerates global collaboration.

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Key Benefits of Cloud File Storage for Media & Marketing

- **Unlimited** file storage for an unlimited number of sites and users
- **Global** file synchronization that can sync millions of file changes per hour
- **Global** file locking that prevents conflicts across thousands of users
- **Unlimited** backup and fast file restores that mitigate the impact of ransomware attacks
- **15-minute** cloud-based disaster recovery for all locations, including remote sites
- **Extensive** protocol support, including standard SMB (CIFS), NFS, FTP/SFTP, HTTPS file sharing protocols, and macOS
- **Fast** file access and sharing support for remote talent
- **Centralized** management that makes deploying file storage resources to new locations and groups fast and efficient

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Nasuni provides
40-60% savings
over traditional
architectures

All elements of the Nasuni platform are built around a cloud-native architecture that removes the limits of hardware file servers, simplifies management and data protection across multiple locations, and increases the speed at which all users can access a single, synchronized global file system. With a design that accommodates cloud, hybrid cloud, and on-premises deployments, Nasuni replaces multiple data silos and toolsets with a single global file system that offers a 360-degree view of enterprise file data, and a single platform that is easy to deploy and manage.

Nasuni accelerates performance at the edge by caching copies of frequently accessed files on lightweight Nasuni Edge Appliances that match the speed of on-premises file servers. Easily deployed as VMs, they can be rapidly configured to support organizational changes and bring file storage capacity anywhere it's needed, on demand and without limits, including remote sites and VDI environments.

The versatility of the Nasuni platform drives significant cost savings within media and marketing organizations by eliminating the on-premises infrastructure required for legacy file servers, NAS, backup, and disaster recovery. Generally, Nasuni provides 40-60% savings over traditional architectures, and by fully leveraging cost-effective cloud object storage instead of just tiering to the cloud, Nasuni costs significantly less than other cloud storage solutions. Finally, as a long-standing partner of some of the largest media and marketing brands in the world, Nasuni has proven to be an enterprise-tested platform designed to adjust to an organization's changing requirements.

About Nasuni, Corporation

Nasuni provides modern cloud file storage, powered by the world's only cloud-native global file system. Nasuni is a cloud replacement for traditional network attached storage (NAS) and file server silos, consolidating file data in instantly expandable cloud object storage at a fraction of the cost. Nasuni also eliminates the need for complex legacy backup and disaster recovery infrastructure, dramatically simplifying IT administration. Companies and organizations worldwide rely on Nasuni to easily access and share files globally from the office, home or on the road. Sectors served by Nasuni include manufacturing, construction, creative services, technology, pharmaceuticals, consumer goods, oil and gas, financial services, and public sector agencies. Nasuni's corporate headquarters is based in Boston, Massachusetts, USA delivering services in over 70 countries around the globe. For more information, visit www.nasuni.com.

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