CloudSoda
Cloud Data Management

Leveraging Media & Entertainment Multi-Cloud Infrastructure to **Avoid Hidden Costs**

Are cloud data migration costs and time constraints impeding your business?

Data movement across vast geographical locations is an increasingly common and necessary part of today's digital landscape—thus, the ability to efficiently move data is the lifeblood of every modern business. Nevertheless, leveraging the connectivity between on-prem and cloud infrastructure can result in far too many hidden costs.

Unfortunately, those hidden costs are all based on access and retrieval times. After all, the cloud Service Level Agreements (SLA) differ depending on your data's storage tier. As a result, the speed at which you access or move your data translates directly to how much your cloud vendor charges you—the faster you want it, the more you pay. In short, you may be forced to spend much more of your budget to reduce production time.

Worse yet, not only is managing your unstructured data challenging enough, but also, having to factor in data migration costs and the time it takes to access data between on-prem and cloud can cripple an organization's ability to streamline the business. Let's face it, data and its dependencies are becoming more complex by the day.

Alas, this complexity means that choosing the suitable tiers of data storage can be exceedingly tricky, especially without the insight required to make the right choice.

Do any of these problems sound familiar to you?
And if so, how do you solve the problem?

Selecting the Right Software

CloudSoda empowers you with a centralized dashboard, offering a unified view of all storage across your customer's ecosystem. Gain real-time insights into data volumes managed for each customer, leverage comprehensive data analytics, and eliminate the tedious task of manual log-checking. Our platform ensures complete visibility, putting you in total control of your data operations.

The Cost of Calculating Cost

Insight into the cost of migrating data to and from the cloud before execution is imperative—after all, any newly chosen software or technology must represent an adequate investment return. But how is that calculated? And though cloud calculators are available, they can also be highly complex, inaccurate, and only deliver a narrow view of actual costs—again, costing time and money.

Media and entertainment organizations must identify all aspects of how their data movement is managed. First, understanding the value of data plays a crucial role in any section. Then, one must consider additional factors, such as storage costs and the time and expenses associated with data movement. Finally, whether you're archiving data on-prem or to public or private clouds, providing users with a comprehensive and easy-to-use data management application flexible enough to contend with the complexities of managing multiple storage targets is crucial.

Calculating the Seemingly Impossible

Hosting your hot-to-cold storage in the cloud is not unlike hosting it on-prem—with one significant difference: cloud storage is not a one-time CAPEX purchase. Unfortunately, charges incur every time data resources are moved either in or out of cloud storage. Worse yet, the faster the access, the higher the monthly cloud costs.

Though there are a variety of cloud calculators to choose from, all designed to compare prices of cloud storage options before data is moved, the majority are either difficult to use or highly inaccurate.

The Challenge of Moving Data Quickly and Securely

There a many tools to move data across a storage ecosystem. Open-source tools are inexpensive but lack enterprise speed tracking and encryption optimizations. On the other hand, enterprise tools can be complex and cost-prohibitive when data movement charges are based on the terabyte.

To combat these challenges, a platform that provides a simple-to-use interface with accelerated data movement and end-to-end encryptions is required. Furthermore, it must maximize performance across network links—without typical system tuning—offering the best end-to-end user experience highlighting the end-to-end accelerated data movement.

Bursting Media Workflows to Cloud

As businesses grow, many on-prem solutions suffer from limited resources. Hence, the cloud becomes an attractive option to significantly reduce CAPEX purchases and save money by bursting media production workflows on a production project basis.

The Shell Game of Media Assets

Of course, MAM providers help with workflow orchestration by moving media assets through a media supply chain. However, even the most advanced plugins can't help users determine the cost and time to store and retrieve cold assets.

For instance, users should be able to calculate the time and cost implications for an archived asset that needs to be restored before the MAM moves the asset. Unfortunately, the reality is that current MAM cloud plugins aren't built that way. For instance, built-in MAM cloud plugins typically don't use accelerated data movement, they only function with rudimentary data set transfers and fail to provide cost and time analytics.

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The Realities of Cloud-Based Workflows—It's Time to Make Remote Editing Easy

The cloud has evolved far past rudimentarily storing and archiving media—it's now a place to work on assets in real time. However, when it comes to remote editing, the inherent file size of modern media production results in end-users struggling to quickly access assets in the cloud, hindering workflow performance and impacting the speed-to-delivery of the end product.

Further, though the cloud can be a highly effective media pipeline for transcoding, image recognition, speech-to-text, closed captioning, and more—placing assets in the cloud and having timely access to those assets is the challenge, especially when time is money.

Whether ingesting to the cloud or extracting assets from the cloud, you require a tool that provides accurate cost information to make more accurate, intelligent, and impactful business decisions.

The Ever-Present Battle of Tiered Cloud Storage.

Cloud object storage with indexing and tagging becomes the better choice for an active archive.

Tiered cloud storage is anything but new. In fact, cloud storage grows in popularity each year as prices drop to compete with the cost of traditional storage, including hot and tape storage.

However, the gap in on-prem to cloud-accelerated data movement options, paired with the inability to correlate and calculate storage costs with accurate analytics, means that regardless of cloud cost, users still can't manage what they can't measure.

Finance will always inevitably favor the cloud when comparing the administrative overhead, technology migration, and total cost of ownership between on-prem and cloud storage. But unfortunately, leveraging cloud technology continues to elude most would-be users.

So, would you do it if you had the chance to index, leverage, and monetize your data in a fully functioning active archive cold cloud repository?

Welcome to the Modern World.

By 2024 almost half the world's data will be in the cloud. The variety of cost models between cloud vendors and their storage tiers is becoming more complex while rates are regularly changing. A multi-cloud infrastructure will become more common as customers leverage cloud-based applications to access their content. Organizations will need a better solution for managing data in a multi-cloud environment giving them visibility and control into both storage and egress fees so they can make intelligent decisions on where their data resides.

Success Comes from Data

The optimal path to success is making better decisions through access to the correct data at the right time and where you need it. The proper data environment means:

Insight

Did you know? 60% or more of your data is cold within weeks of creation. Having insight into your data is imperative.

Move

Ecosystem-aware and storage-agnostic technology are vital, including Windows, Linux, and Mac agents that can access any data and move/copy or sync that data from anywhere to anywhere.

Save

Cost analytics should entail saving 50-80% on storage costs avoiding capacity expansions and surprise cloud bills. In addition, investing in the proper cost analytics tool provides companies with a clear understanding of the cost of data stored on-prem or in the cloud.

Regain Control and Understand the Value of your Hot and Cold Data

Modern software combines a robust policy engine with complex filtering capabilities that, when used together, allows for establishing automated data movement policies. These policies are based on numerous variables to identify hot and cold data by accessed or modified time, allowing you to filter this data to choose the right storage tier.

Not only does this software intelligently filter, tag, and move data securely between various storage types, but it also allows native access to the data for various applications. Sometimes, customers may see value in rehydrating cold data back to on-prem. In these cases, new technology can now enable users to predict the time and cost involved allowing customers to make intelligent decisions on how and where they access their content.

Gain Insight into Data Movement Costs by User or Group (Bill-Back/Chargeback)

In a typical scenario, legacy data movement applications write data to the cloud as it is handled through a single user for the entire organization, making it nearly impossible to identify data movement by user, group, or project. Modern technology uniquely tags and tracks all data movement by user, group, or project, no matter where the data lives, giving you a complete cost model for easy bill-back and chargeback.

Simplify Data Sharing and Restoration with Multi-Cloud & Multi-Site Access

A typical data protection and archive approach is the 3-2-1 rule, which means keeping three copies of your data, storing two backups on different media, and keeping one copy offsite. With multiple clouds being used, access to these clouds is imperative. Therefore, selecting a service that provides the ability to access numerous clouds and see the costs associated with data protection and archiving before deciding where to store a file is vital to organizational success.

Luckily, this type of technology exists and offers multi-site and multi-cloud data protection and archiving to enable enterprise-wide data sharing or restoration access. In addition, modern software provides the ability to track time and cost between all cloud tiers, whether retrieving or storing, and gives users the reporting tools they need to manage their storage usage.

Monetize your Data in the Cloud with Available Cloud Tools Around AI/ML (Tagging)

Many data protection and archive tools force the user to store assets in proprietary formats, making accessing and working with assets in the cloud nearly impossible.

Modern technology allows for the uploading and accessing of assets in the cloud in their native format and for tagging assets for future AI/ML processes. For instance, IoT data, machine sensors, and automotive data can all be tagged and uploaded in their native format for future processing and analytics in the cloud without the need to restore data, saving massive amounts of time and money.

Get Your **Free 14 Day Trial Today!**

Seeing is believing, let us give you a detailed tour of CloudSoda and answer any questions you have about the powerful tools its technology has to offer you and your organization.

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