



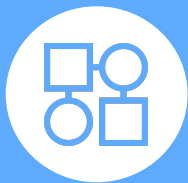
SoDA

M&E



Managing a Large Data Footprint

The costs associated with managing massive amounts of data both on-prem and in the cloud can be overwhelming. SoDA makes it simple by providing flexible and predictable cost analysis for M&E companies to better handle their media assets as they flow through the production pipeline.



Media Workflow Orchestration

SoDA integrates with industry-leading MAMs to leverage the insight and control of data movements, including duration and cost analysis, all from the MAMs user interface. SoDA enables the creation of media archives in the cloud which then can be processed by AI/ML tools.



Tracking by User/Group/Project

SoDA correlates data movement to each end user, group, or project tracking costs enabling smart business decisions. Associate costs of media production from ingest to delivery leveraging SoDA.

Global video collaboration on time, in budget – Understand time and resource requirements to minimize cloud costs

As technology advances in the Media & Entertainment sector, so too does the volume of data being produced. With massive increases in file size and volume, M&E companies struggle to effectively manage data being stored both on premises and in the cloud. The complex global network of many M&E companies further exacerbates the issues of data management. These large files are often leveraged by numerous individuals across multiple sites and if not properly managed, cloud costs can skyrocket.

The Media & Entertainment business innately lends itself to a large data footprint with large graphic and video files being shared continuously. The cost-effective management of this data is paramount for small and large companies alike. Traditional tape storage has been used for years due to the perceived cost benefit over cloud storage. This misnomer has led companies to overlook other costs such as administrative overhead, ongoing support, and the dreaded "forward migration" to stay current. A hybrid cloud archive that leverages on-premise storage for high-performance workloads with archiving and Media AI/ML use cases, including search and discovery, automatic captioning and localization, safer content moderation, and new ways to monetize media to the cloud provides flexible and predictable cost analysis enabling M&E companies to better handle their media assets as they flow through the production pipeline.

Over 174 Exabytes of new digital storage will be used for digital archiving and content conversion and preservation by 2024 – researchandmarkets.com

THE CHALLENGE: Archive, global collaboration and leveraging cloud tools

With cloud cost attractive storage options, many media companies are considering using the cloud as their new archive, but need a tool to help them compare the pricing of public clouds and their cloud tiers.

Handling of media assets across multiple storage locations, users, and groups continues to be a challenge in an ever-growing virtual world. With the advancement in cloud media AI and ML tools enabling media workflows in the cloud, understanding the time and expense to get content to and from the cloud can be a challenge most media organizations have to overcome.

THE SOLUTION: SoDA, The Unstructured Cloud Data Migration Solution

SoDA's MAM Integration

Media Asset Management (MAM) continues its upward trend in the Media & Entertainment industry. MAM providers help with workflow orchestration by moving media assets through a media supply chain. While these processes are widely used, transparency into time and cost of these movements in and out of the cloud has been challenging. SoDA is unique to the industry in its ability to show metrics relating to time and cost that no other data movers can. By correlating data from the MAM, SoDA is able to leverage this metadata to execute automated movement of media assets based on user defined filters to backup, archive, or distribute content. The two systems are seamlessly integrated providing a single user interface allowing for both duration and cost analysis directly in the MAM.

Knowledge is Power

Current visibility into time and cost based on certain SLAs from cloud providers such as standard, bulk and expedited is limited. For the most part, end users have very little knowledge as to where their assets actually reside. If an asset is archived and needs to be restored to be worked on the user's expectations need to be managed so they understand the time and cost implications of restoring assets. Having this ability before the assets are moved by the MAM is extremely valuable. On top of this, as these metrics are refined and budgeting is in place around asset movement and projects, the MAMs utilize the user defined approval process to track asset costs across multiple projects, departments, and individuals. SoDA is empowering end users, producers, and editors to search and find assets without the need for their IT department. With this seamless integration, SoDA allows these users to have additional knowledge and access to media assets without learning a new system.

Archive to the Cloud

Tiered cloud storage is nothing new but the cost of storing data in the cloud has dropped dramatically in the last few years and continues to do so in order to keep pace with the price of tape storage. Considering the costs of administrative overhead, forward migration, and total cost of ownership, cloud storage continues to be more attractive as a tertiary option for archiving. However, tools that move data have historically been proprietary and don't speak to the cloud. SoDA is agnostic in that can move data between various storage platforms and also between private and multiple public clouds.

Typical data movement applications write as an "API user" to the cloud, this means all traffic sent and received is correlated to this one user. With multiple departments, projects, and users being typical for M&E companies, a better solution is needed. With SoDA you can correlate data movement to each end user, group, or project allowing for more granulated reporting and budgeting. SoDA is able to filter data by access date, project, or user and write data to every different tier of storage thus ensuring the right data is being moved to the right tier, while assigning a cost basis for these movements. Without a seamless integration, costs are less visible leading to excessive budget overages. SoDA helps eliminate these costs through empowerment and visualization of time and costs to the end users.

Remote Editing

In an ever-growing virtual world, remote editorial continues to not only be more widely used, but a necessity for many M&E companies. SoDA is enabling a global virtual workforce to more effectively collaborate through remote editing both in hybrid MAM situations and PCoIP.

Hybrid MAMs utilize a combination of high-resolution assets residing with on premises storage solutions, while proxies are being stored in the cloud and orchestrating the workflow to stream these assets to end users. SoDA seamlessly integrates with the MAM to ensure the right asset is delivered to the right storage repository while notifying the user of what they can expect in terms of cost and time implications.

Utilizing PC over IP (PCoIP) to spin up or down edit bays in the cloud has helped to empower remote editing and its popularity is on the rise. This remote desktop experience streams the edit bay's output to a thin client so a user can edit source assets stored in the cloud. Moving source media to this cloud storage, and sending the resulting exports from these edit bays can be coordinated with SoDA and take advantage of rules based data movement for automated policies.

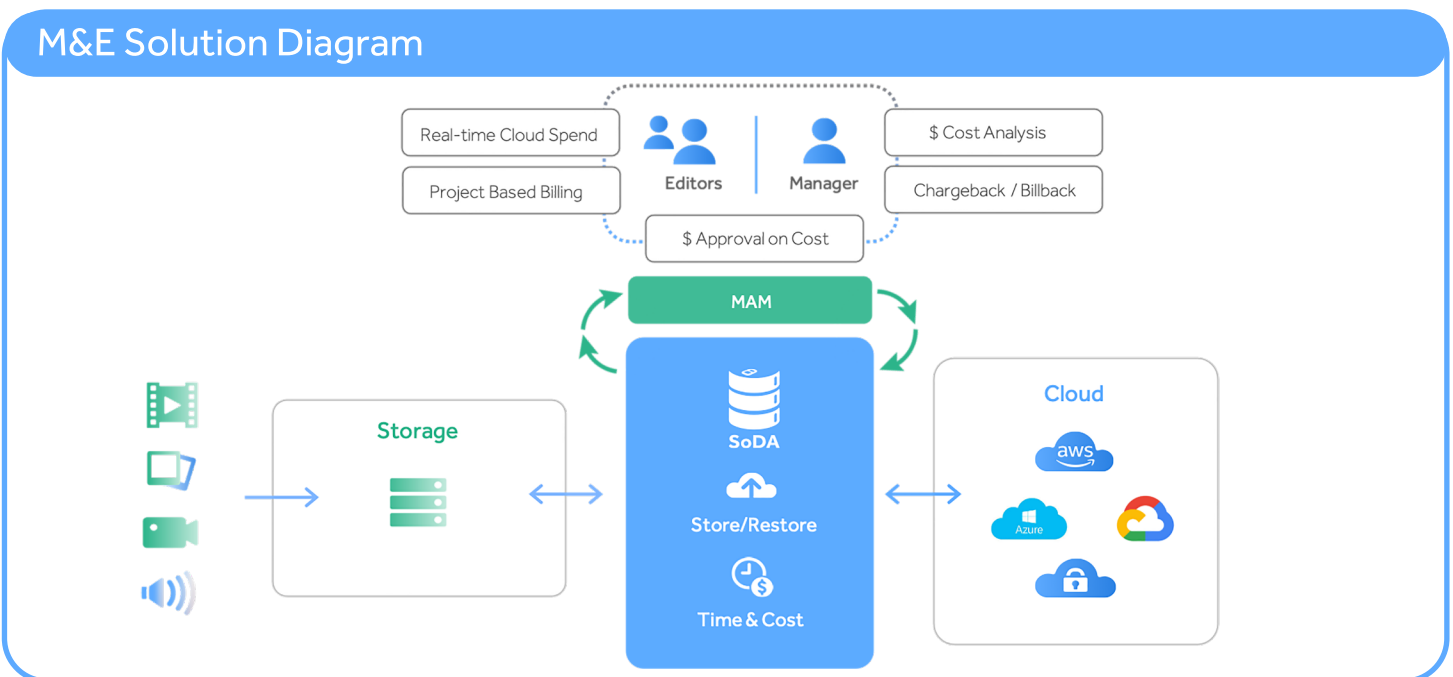
Processing Assets in the Cloud

When analyzing the value of cloud-based storage for your archive, it is important to take into account benefits, such as the ability to process these assets in the cloud and not just store them. SoDA empowers cloud-based AI machine learning by intelligently brokering the movement of pertinent data, such as a lightweight proxy instead of the source asset, to the cloud processing engines reducing time and cost. Whether moving to archive or bursting your media pipeline to the cloud, your on-premises solution may not have the capabilities to keep up with the media production workload that is required. SoDA allows M&E companies to augment their current resources with cloud resources seamlessly by tackling the movement of media.

SoDA is a certified partner with Amazon's Media2Cloud and Media Intelligence solution.

Agents

By having Agents, SoDA allows for multiple ingest points and end points for the automated orchestration of data movement for remote content creation and editing. SoDA allows for not only data ingest, but also empowers remote editing users by having direct access to their content.



Why SoDA:

SoDA provides all the information and tools you need to administer on-premises and cloud storage data movements within a single application. SoDA keeps track of who is initiating the moves while automating repetitive archive tasks. To top it all off, SoDA is so easy that it requires no special training to operate providing a refreshing new way to manage your unstructured data.

The secret ingredient:

SoDA supports major file-based storage, private and public clouds. It has a policy-based engine to move and analyze data between different tiers, both on-prem and in the cloud. SoDA's "dry run" feature is paramount in predicting cost and time of data management. SoDA provides real-time and historical reporting of cloud data spend for ongoing cost management. Stop using calculators and start using real-time analytics on your data today.

