



# SoDA + IPV Curator

## SoDA + IPV Integration Provides Cost-Effective Archive and Insight to the Cloud

In the 'new normal,' digital media agencies are challenged with the need to manage diverse sources of content and re-purpose archival material. Budgets can often be constrained, and cloud costs can balloon if you don't have insight into all of your data. Having the right MAM and data management software is critical so you can quickly search and access all of your content, including your archive without breaking your wallet.

### Why SoDA

SoDA data management software puts you in control of your entire storage environment providing valuable insight by simplifying data movement and delivering actionable insight into your cloud storage spend. SoDA provides a simple interface to manage and automate data movement through a rich policy engine. Cloud retrieval costs can be expensive, but with SoDA, you can predict the cost and time to move files before you commit to a storage transfer, enabling users to stay on budget. SoDA automatically monitors and tracks every job and generates reports on-demand for departmental chargebacks and client billing.

### Why IPV Curator

IPV is serious about video; and serious about creating innovative ways to help broadcasters and creatives move, manage, and monetize their media assets.

Organizations of all kinds have more media content than ever before and need to effectively store, organize, search and edit huge amounts of content. Curator, IPV's intelligent, enterprise Media Asset Management platform gives editors, producers and video professionals the power to make the most of their video and helps them create, collaborate and automate more, smarter and faster. Metadata governance tools simplify the process to produce compelling content on an omnipresent platform.

### SoDA + IPV Integration

SoDA data management software integrates with IPV Curator Media Platform enabling customers to automate their content movement between on-premise and cloud storage while providing insight into real-time ingress and egress costs. IPV's Curator interface uses SoDA's predictive analytics so customers can understand the costs and time before they transfer data.

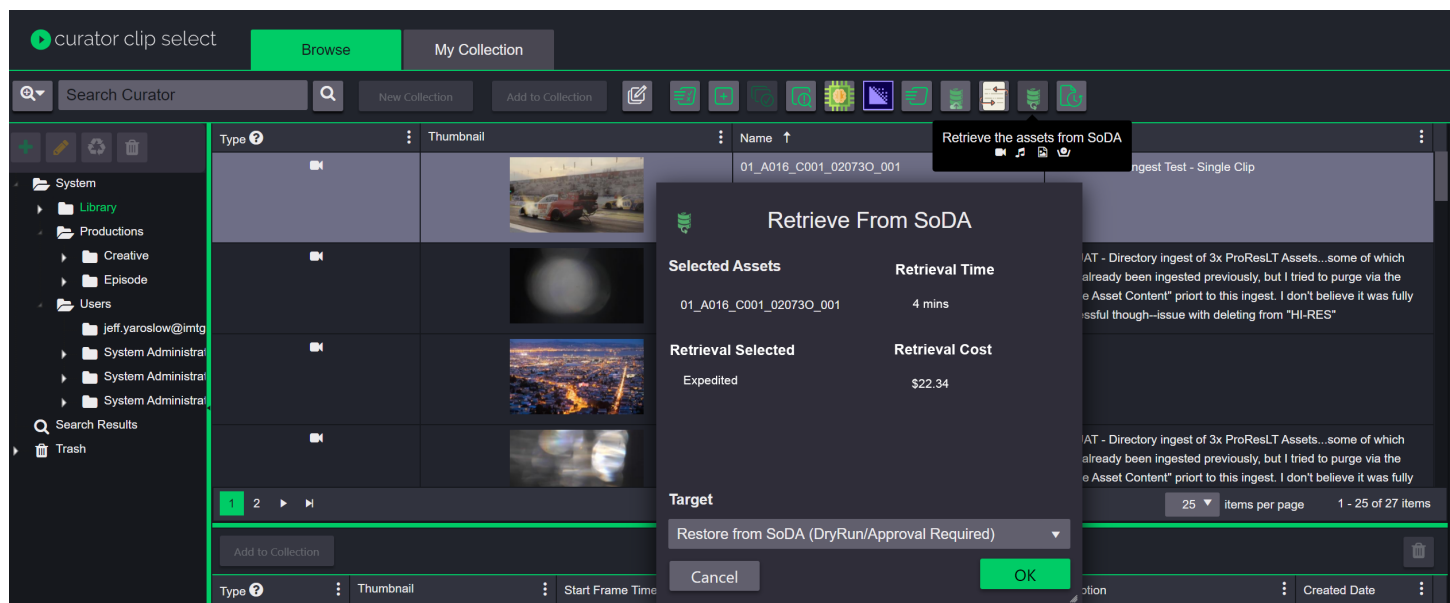


Producing the highest quality content is costly and time consuming. With SoDA data management software you can use cost effective cloud storage and proxies to optimize creative decisions while keeping operating costs in check. SoDA + IPV manages the restore process with intelligent retrieval, so the content you need is always available when you need it, even when editing remotely and conforming against hi-resolution source files.

SoDA + IPV makes it simple and cost effective to manage data making the most of technology investments and production budgets. When configured with SoDA, IPV Curator has full accessibility into policy management, job status, budget tracking and overall cloud costs. IPV Curator and SoDA bring refreshing data management into your creative media environment.

## SoDA + IPV Integration Benefits

- SoDA simple deployment
- Create, collaborate, and automate assets across all tiers
- Remote cloud editing
- Insight into cloud costs
- Bill back for project or user tracking



This screenshot shows how the Curator platform seamlessly integrates with SoDA and gives real-time insights into retrieval time and the cost to make the move.



SoDA software is the first data mover of its kind and is the culmination of Integrated Media Technologies, Inc.'s (IMT) 13 years of experience. With over 700 customers, including many fortune 500 companies, IMT has become an elite integration partner in media and entertainment as well as IT data center solutions. Our customers have given us a unique view into the problems and complexities of on-prem and multi-cloud solutions. SoDA is the outcome of IMT's commitment to developing state-of-the-art software tools to better manage and automate file movement while giving users new insight into the operating costs of their storage and cloud services.

