eMAM and Wasabi

Heated Media Management

Solution Brief

One of the biggest hurdles to enhancing modern media workflows is the effective management of massive amounts media. To clear this hurdle, organizations need to take advantage of all the benefits effective cloud storage can offer. Any opportunity to lower costs, reduce time wastage, and improve workflow efficiency must be examined.

Our combined solution does this and more. Streamline workflows while securing content with a best-in-class collaboration of intelligent media management with integrated dynamic cloud storage.

Solution

eMAM and Wasabi have partnered to offer a hot-archive solution created to enhance media production and organization by keeping high resolution media in a near continuously active state at a **fraction of the cost**. Fully scalable to adapt to the changing needs of organizations today, this solution combines eMAM's optimized media management features with Wasabi's hot storage resulting in a truly limitless workflow.
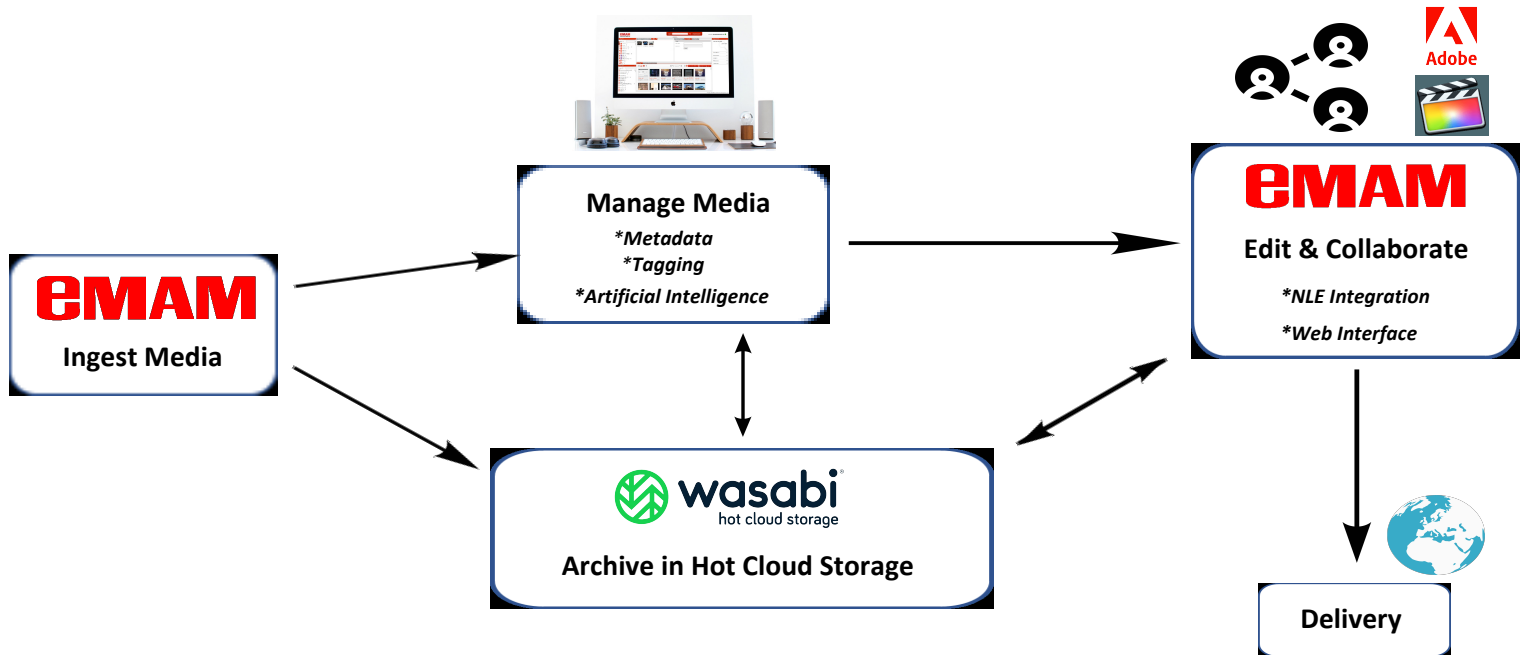
Wasabi provides simple, fast, secure, enterprise-class, tier-free, instantly available, and scalable cloud storage systems. Traditionally cloud storage is complex, containing multiple tiered storage levels with varying performance capabilities, cost, and SLAs. Wasabi's hot storage keeps media that needs to be accessed actively available, no matter the size while still being 80% cheaper and up to 6x faster than Amazon S3.

eMAM is a scalable and feature-rich media asset management system that provides integrated automated workflows with best-in-class technologies to collaboratively produce, share, and distribute content worldwide. Scalability and extensive configuration settings allow organizations to quickly and affordably set up a system that grows as demands do. eMAM accelerates production cycles, managing massive amounts of media.

Our solution provides users the ability to instantaneously access media stored in Wasabi's tier-less cloud object storage with eMAM's web interface or integrated NLE extension, designed to organize, edit, collaborate and deliver media worldwide.

Use Cases

- **Collaborative Production:** Wasabi can function as continuously-active central storage for native resolution media. Designers and editors use eMAM's extension panels in Adobe applications or Final Cut Pro to access the media with eMAM's extensive tools for edit-proxy localization, intelligent archive, dynamic relinking, and project management. Remote or non-technical staff can use the eMAM web interface for review, approval, and delivery.

- **Active Archive**: eMAM's web and NLE extensions provide instant access to AI-tagged media (proxy or full resolution), so organizations can maximize savings with Wasabi Inactive Archive (tape/cold) pricing with no retrieval delays, egress/transfer charges, or API call fees instead of costly on-premise storage with equipment upgrades, maintenance contracts, and depreciation.

- **Sharing and Distribution:** eMAM users can send secure links to Wasabi-managed content for review and approval, branded emails, social media, and web publishing as well as delivery in any needed format for broadcast or distribution.

About Wasabi

Wasabi provides simple, predictable and affordable hot cloud storage for businesses all over the world. It enables organizations to store and instantly access an infinite amount of data at 1/5th the price of the competition with no complex tiers or unpredictable egress fees. Trusted by tens of thousands of customers worldwide, Wasabi has been recognized as one of technology's fastest-growing and most visionary companies. Created by Carbonite co-founders and cloud storage pioneers David Friend and Jeff Flowers, Wasabi has secured $140 million in funding to date and is a privately held company based in Boston.
www.wasabi.com

About eMAM

eMAM™ is a powerful media asset management platform that provides users an intuitive web interface to collaboratively produce, share, and deliver video and other media. Artists and designers use integrated tools inside Adobe Creative Cloud and Apple Final Cut systems. With over 80 technology partners, eMAM has been managing native resolution files and integrated workflow processes needed by leading organizations worldwide since 2006: by purchase, by subscription, or by turnkey cloud SaaS and VM/PaaS.
www.emamsolutions.com

Benefits

- **Lower Costs:** Wasabi storage is 80% less than AWS S3 and other first-generation cloud providers with no hidden costs for performance tiers. eMAM saves customers money through its affordable pricing options and the low cost of configuration.

- **High performance**: Wasabi's architecture allows 6x faster performance over S3. The scalability and interoperability of eMAM is powerful enough to support workflows of all sizes.

- **Security**: Wasabi is built around a 360 degree approach to security, with all data encrypted at rest. eMAM has granular permission settings to restrict access and permissions for individual users.

- **Access**: Wasabi is available in US and European data centers with public and private network connectivity to locations worldwide. eMAM can connect customers worldwide to the best version for their needs (proxy copies, proxy-edit copies, or original resolution files).

- **Comprehensive Solution**: Instantly and easily launch a media solution to ingest organize, edit, collaborate, review, deliver, and archive media. No IT costs or egress.