eMAM

eMAM and Object Matrix
Solutions Brief

ObjectMatrix

With data exploding at an unprecedented rate, it is important for businesses to store and protect their digital contents in safe repositories for easy recycling of their archived digital contents. Media industry is evolving at a dramatic pace and dealing with bigger volumes of digital contents, storage and easy access of data is a major challenge for many. Today when traditional storage systems have many limitations, object storage provides expandable and scalable solution that can be searched, is highly resilient, easy to use. Object storage is already a popular when it comes to storing unstructured data because of its cost, durability and scalability. Object storage is a hierarchy-free method of storing data, typically used in the cloud. Unlike other data storage methods, object-based storage does not use a directory tree. Object storage combines the content data with metadata about the content and also gives it a unique identifier.
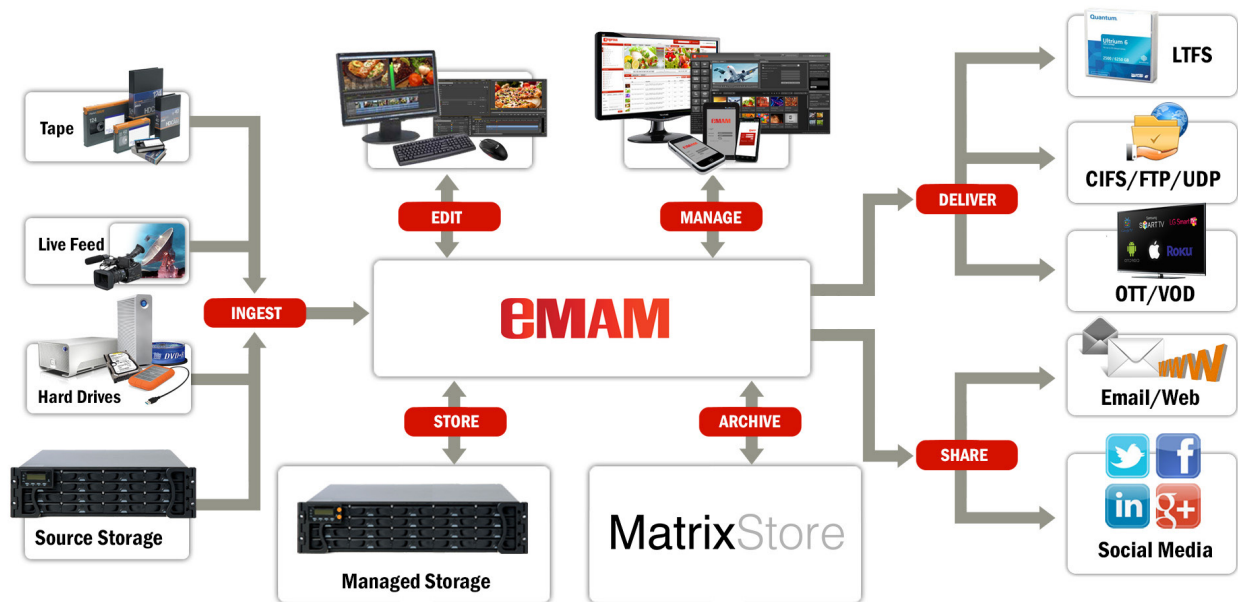
Solution

To overcome costly inflexible archive storage challenges, eMAM teams up with Object Matrix to ensure contents and metadata are archived effectively in automated media workflows. This seamless integration offers eMAM customers with effective digital media life cycles using efficient storage and archiving solutions. This collaborative solution not only eases the data storage and archiving challenges but also offers an efficient way to securely and cost-efficiently manage unprecedented data growth of unstructured content. Archived contents are now easily discoverable and easy to monetise thus delivering value to our customers.

eMAM customers can use Object matrix cloud storages for secure storage and archival solutions. It serves as an ideal platform to manage rapidly scaling media libraries and securely access contents during all stages of eMAM workflow- from creation to delivery and archive. eMAM customers can benefit from the automated private and hybrid cloud collaboration workflows. Contents are easily discoverable and can be instantly accessed from ingest to production to archive.

KEY FEATURES

- Intelligent data and metadata protection ensures you will always be able to find, use and share your content with internal or external teams

- Future proof and non-disruptive scale ensures you will never run out of room for your 8K videos, Photography stills or project documentation

- Business rules support to ensure your organisation is seen to put data protection, audit and content security first

- Built in Disaster Recovery & Business Continuity ensures organisations can keep working in the event of a local outage

- Unique Process in Place (PiP) functionality processes the data where it lives providing a platform to put AI at the heart of your workflows

Object Matrix offers below two object storage options:

MatrixStore is the media focused private & hybrid cloud storage platform from Object Matrix that provides integrated and automated storage platforms to support multiple media based workflows whilst providing a secure and scalable solution for all your data storage requirements.

MatrixStore-as-a-service (MaaS*) is a media focused private cloud platform hosted by Object Matrix that provides flexible and affordable disaster recovery, business continuity, archive and global collaboration services. Using MaaS, customers can use their storage as a service model using which data can be accessed from anywhere via public or private cloud.

BENEFITS

- Removes headache of many silos of storage.
- Cost effective.
- Easily scalable nearline storage platform.
- Easy to add storage and grow.
- World Class Support.
- Faster access to entire archived contents at finger tips.
- Future Proof and Intelligent in workflow integration.
- Flexible & Agile Approach.
- Keep content secure and protected,
- Easy access and discoverability of contents.
- Fully managed and hassle free.
- Fast and intuitive search.
- Instant access to all your data.
- Multiple Protection Options.

ABOUT OBJECT MATRIX

Object Matrix provides digital content governance and object storage platforms. The company was built on the philosophy that archive systems should be scalable and interoperable, as well as ensuring instant access to data and metadata. Its flagship product, MatrixStore, is an integrated object storage software solution providing protection and governance for the lifetime of any digital content. It's used by global organisations that create, curate, and distribute video content, including NBC Universal, TV Globo, the BBC & BT.

ABOUT eMAM

eMAM is a powerful media asset management system that handles the file-based workflows of modern organizations from its web or tablet based interfaces. eMAM manages original content across any combination of local storage systems, storage tiers, archival systems, and cloud-based systems by building an online proxy library with secure access to high-resolution media for all authorized stakeholders.

Contact eMAM sales at
sales@empressmam.com

www.empressmam.com