

Empress and NetApp Joint Solution

eMAM on NetApp storage: A complete media asset management solution

The Challenge

Video has become a strategic source of information, insights, and intelligence for many businesses. With a growing demand for video and improvements in video resolution, the volume and size of media assets are growing rapidly. Media libraries are expanding and straining traditional media workflows. It is no longer enough just to store video data. You also must be able to quickly and easily edit, review, transcode, and archive your media assets across geographic boundaries.

The Solution

Empress Media Asset Management (eMAM) and NetApp have partnered to offer a complete media asset management solution that lets your users locate, manage, and share content across workgroups. NetApp® storage and data management solutions simplify enterprise management for proxy, compressed, and uncompressed video workflows.

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. With an extensive toolset, API integrations, and configuration options, eMAM can easily provide completely integrated workflows for archiving, collaborative editing, review and approval, publishing, and delivery. eMAM can quickly scale from a few to tens of thousands of users as needed, allowing your organization to be nimble and to reduce the total cost of ownership. This joint solution can be used with any or all of the following NetApp systems.

FAS and All Flash FAS systems that run ONTAP

NetApp FAS and All Flash FAS systems lay the foundation for a Data Fabric that enables seamless data movement between on-premises, private, and public clouds. NetApp ONTAP® software running on FAS and All Flash FAS systems provides higher performance and is more robust than other scale-out NAS offerings for most media workloads. The latest FAS9000 system scales to many gigabytes per second of video bandwidth. The latest All Flash FAS systems offer 15TB solid state drives (SSDs) for cost-effective random I/O operations such as broadcast news, transcoding, and visual effects rendering, all in a smaller footprint. Both product lines provide always-on operations even during upgrades and expansions.

KEY FEATURES

- Minimize staffing with automation and a simple interface.
- Reduce costs by optimizing storage tiers, types, and locations to meet current and future demands.
- Minimize risk with options for backup and disaster recovery.
- Accelerate collaboration by using proxy workflows.
- Minimize processing, storage, and transmission costs.
- Maximize the value of media assets with federated search and reuse across storage and archival pools.
- Adaptively scale and grow as your organization's needs change.

SOLUTION COMPONENTS

- eMAM software
- NetApp FAS systems
- NetApp All Flash FAS systems
- NetApp ONTAP software
- NetApp E5600 Series storage systems
- NetApp StorageGRID Webscale

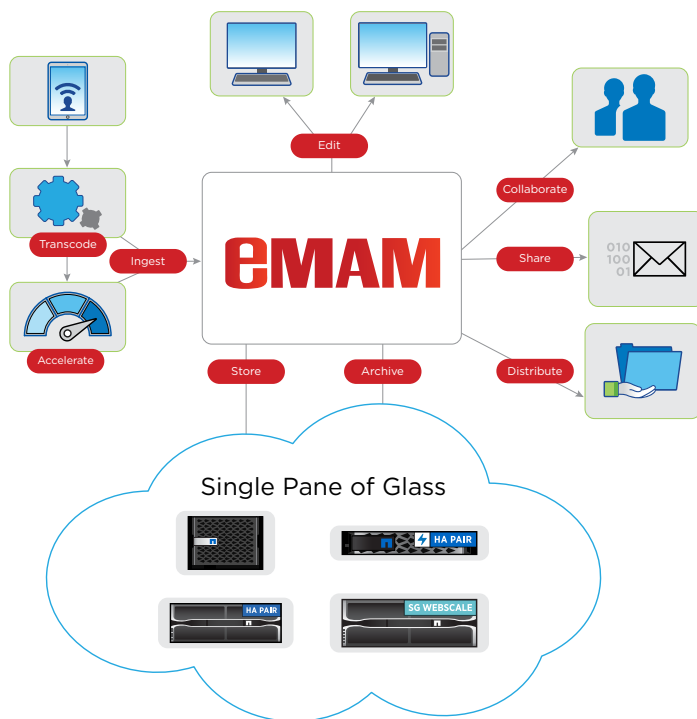


DIAGRAM 1: A COMPLETE MEDIA ASSET MANAGEMENT SOLUTION THAT LETS USERS LOCATE, MANAGE, AND SHARE CONTENT ACROSS WORKGROUPS. THE JOINT SOLUTION CAN BE USED WITH NETAPP FAS AND ALL FLASH SYSTEMS, NETAPP E5600 STORAGE SYSTEMS, AND NETAPP STORAGEGRID WEBSCALE.

E5600 storage systems

NetApp E-Series high-performance SAN storage is engineered for extreme video bandwidth and maximum storage capacity per rack unit. Large broadcast production workgroups, huge content repositories, and boutique 4K facilities (where no dropped frames are tolerated) all rely on NetApp E-Series, the only production storage platform with 99.999% reliability. You can choose from a variety of RAID resiliency schemes, including Dynamic Disk Pools technology, which dramatically reduces disk rebuild time, provides more consistent performance, and eliminates

the need for hot or cold spares. The use of flash in hybrid arrays optimizes support for ancillary transcoding and rendering workflows.

StorageGRID Webscale

NetApp StorageGRID® Webscale object storage is an innovative solution for managing media repositories across space and time. Through its intelligent policy engine, operations can leverage both erasure coding and file replication to provide lower latency, better performance, and maximum data availability. With StorageGRID Webscale, up to 16 sites can be centrally managed

and independently sized to provide operational and expansion flexibility. The system can tier content to digital tape or to Amazon Simple Storage Service (Amazon S3) cloud storage to make full use of cloud economics while minimizing bandwidth charges. Additional features include self-healing data protection, policy-driven lifecycle management, and software-defined storage deployments.

eMAM and NetApp

Together, eMAM with NetApp storage and data management technology can lower costs by providing a variety of storage tiers, types, and locations to meet current and future demands. Automated, integrated workflows simplify management and reduce operating costs. Additional features, such as federated search across storage and archival pools and proxy workflows, help improve productivity and collaboration.

The combined solution also offers strong security features to protect your most sensitive video assets. eMAM defines role-based permissions to restrict content access and allowed actions by using Active Directory and the Lightweight Directory Access Protocol (LDAP). Data storage across multiple systems and locations in self-healing objects mitigates geographical and platform-based risks.

eMAM and NetApp provide robust support with dedicated internal teams and a global network of systems integrators and service providers.

ABOUT EMPRESS

With a series of best-in-breed technology integrations, eMAM provides complete workflow solutions for customers in broadcast, media, corporate, government, and education. eMAM has offices in New York, California, and India with system integrator resellers worldwide. www.empressmam.com

ABOUT NETAPP

Leading organizations worldwide count on NetApp for software, systems and services to manage and store their data. Customers value our teamwork, expertise and passion for helping them succeed now and into the future. www.netapp.com