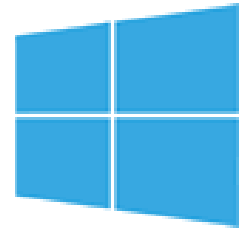


On-Premise to Cloud Migration

Case Study : **vevo**



Microsoft
Azure

EMAM

Workflow

Legacy media and hard drives delivered by sneaker net

Tag and Ingest the content to eMAM

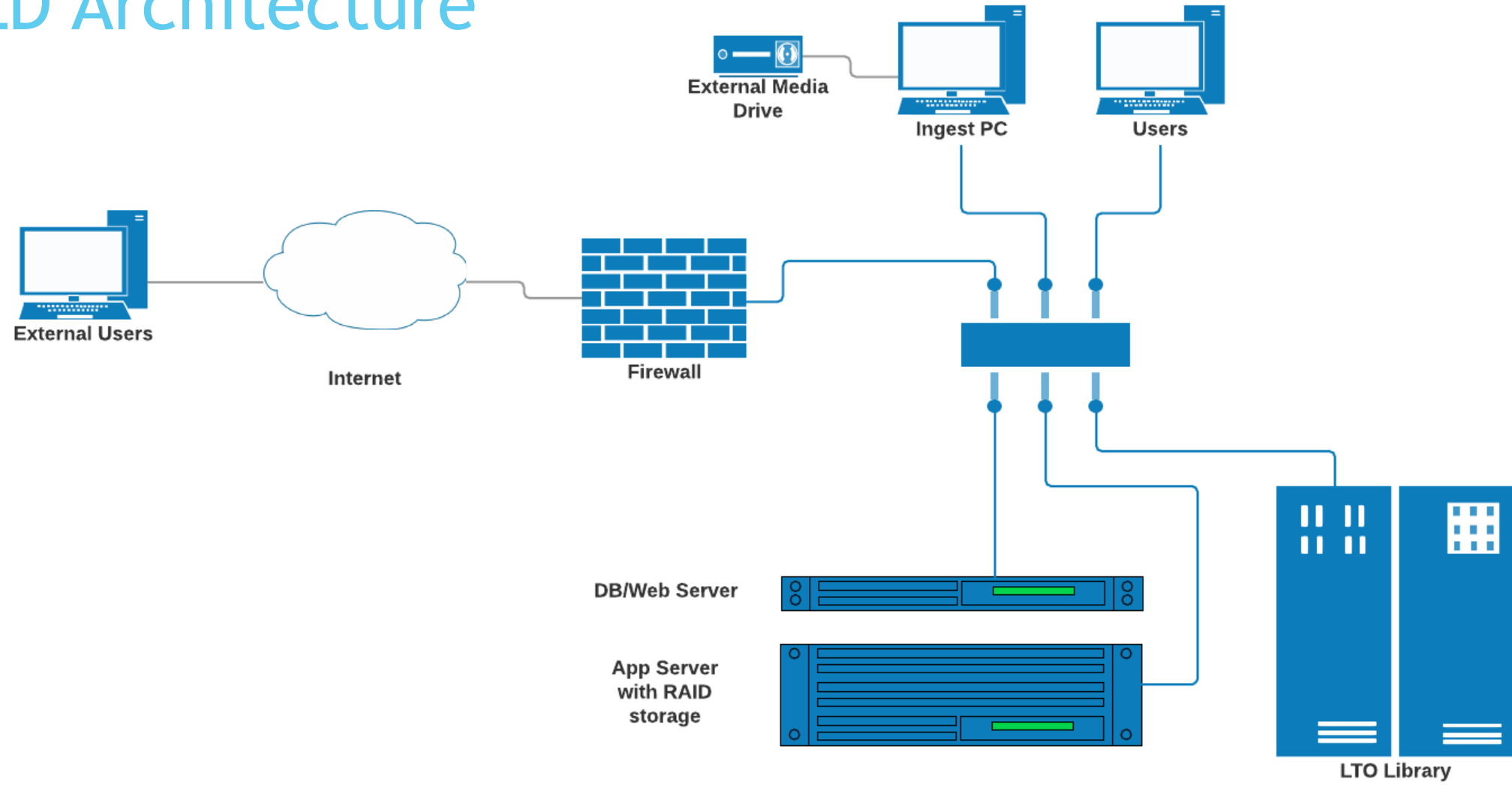
eMAM prepares proxy copy for web based preview

Hard drives are used to restore & deliver large amounts of data

Search-Preview-Restore-Download content using eMAM Director

eMAM sends the content to Archive

OLD Architecture



Limitations

Outdated LTO
Library

RAID storage
issues

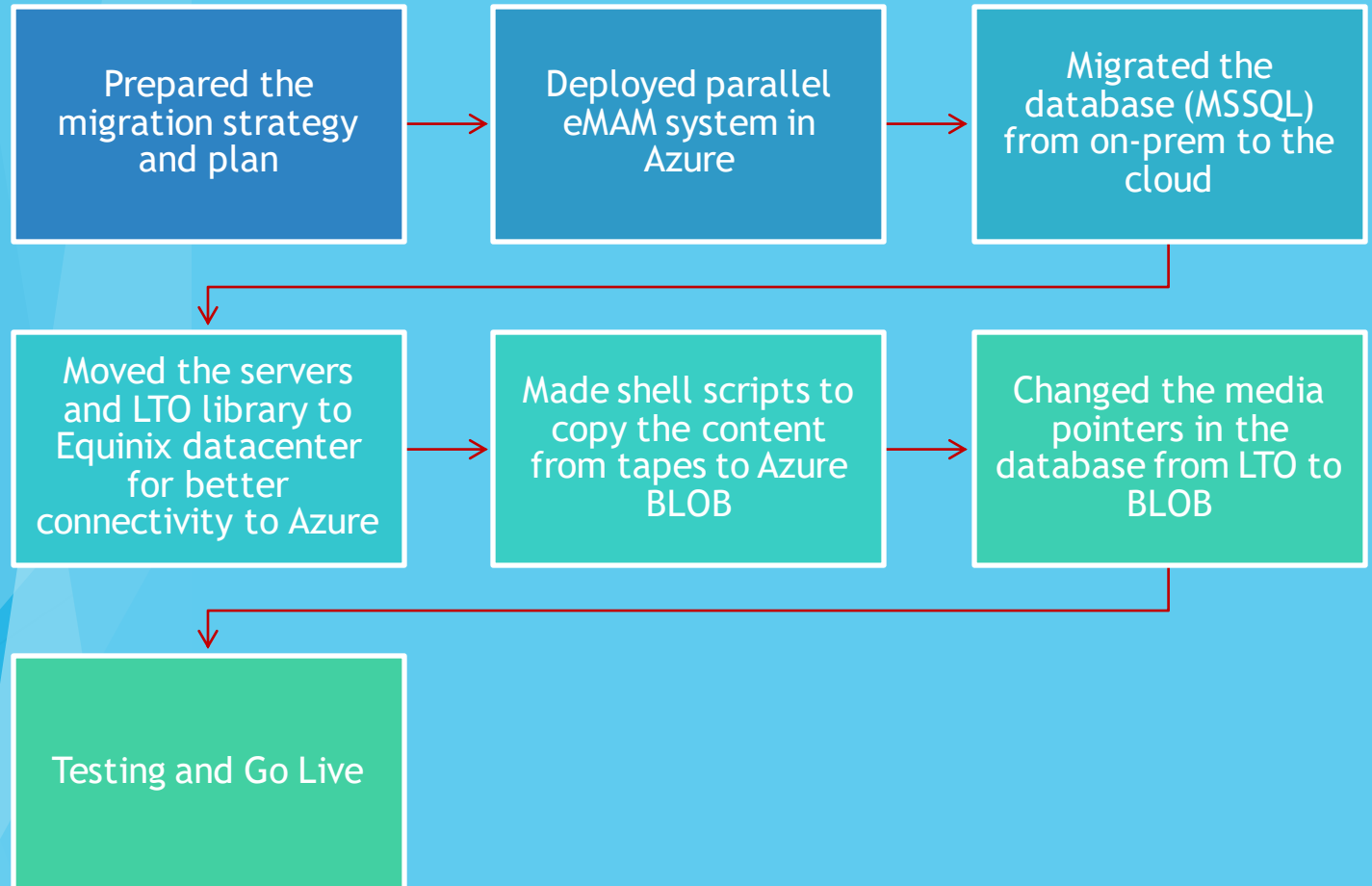
Tape drive
issues

Costly to
maintain and
expand

Delivery delays
due to offline
tape handling

Limited access
to archived
content

Role of Empress / eMAM



Migration challenges

Bad LTO tapes
(Read error,
corrupted files)

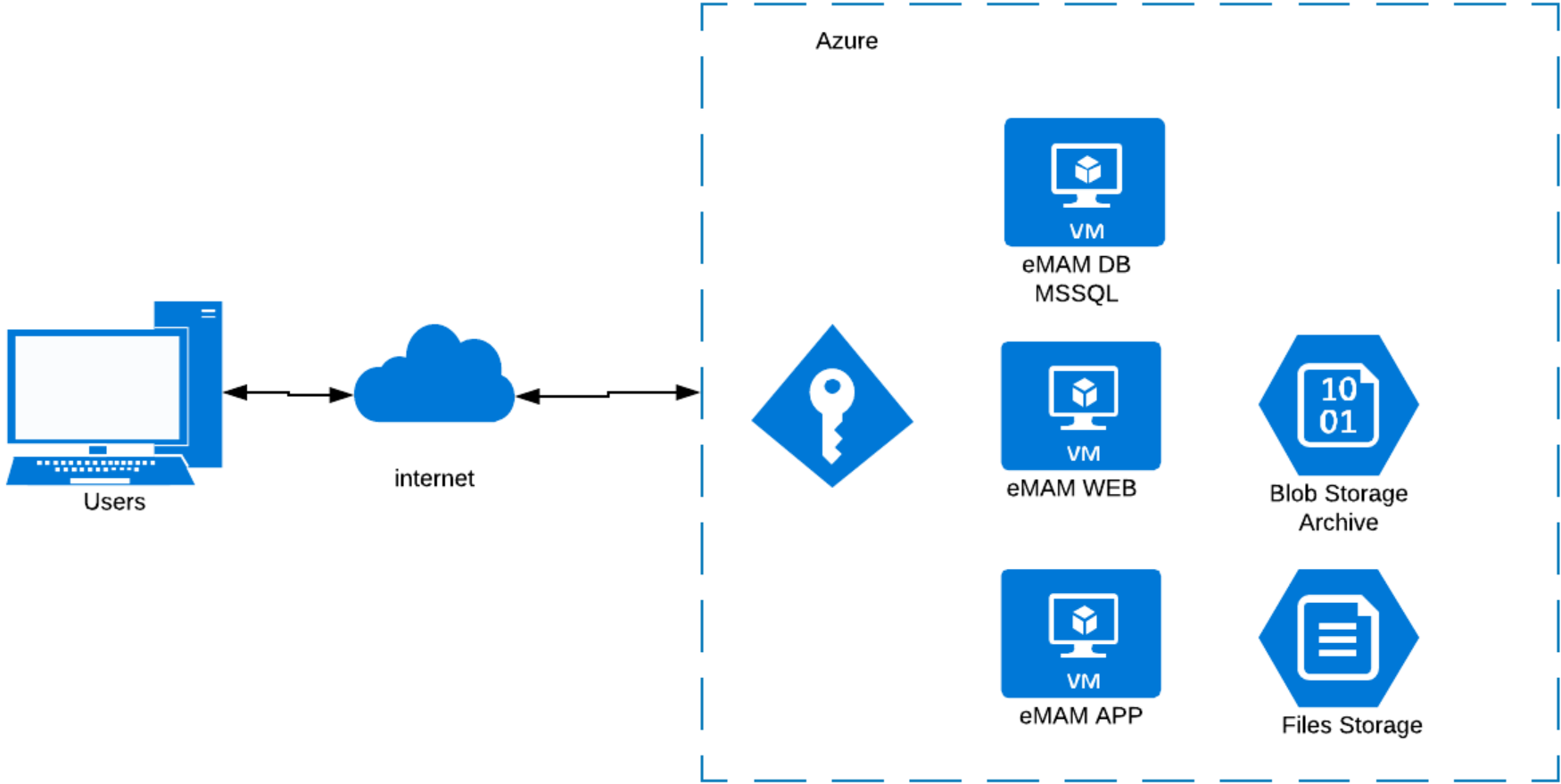
Delay in servicing
Library/Tape Drives
(Mechanical failures)

Cache Storage size
(Rate of restore is
higher than rate of
upload)

Access to the
original content
during the transition
period (Library is
used for migration)

Internet
connectivity (Moved
the system to
Equinix datacenter)

New Architecture with Azure



Advantages

Centralized
archive

Predictable
retrieval time

Global access to
the content

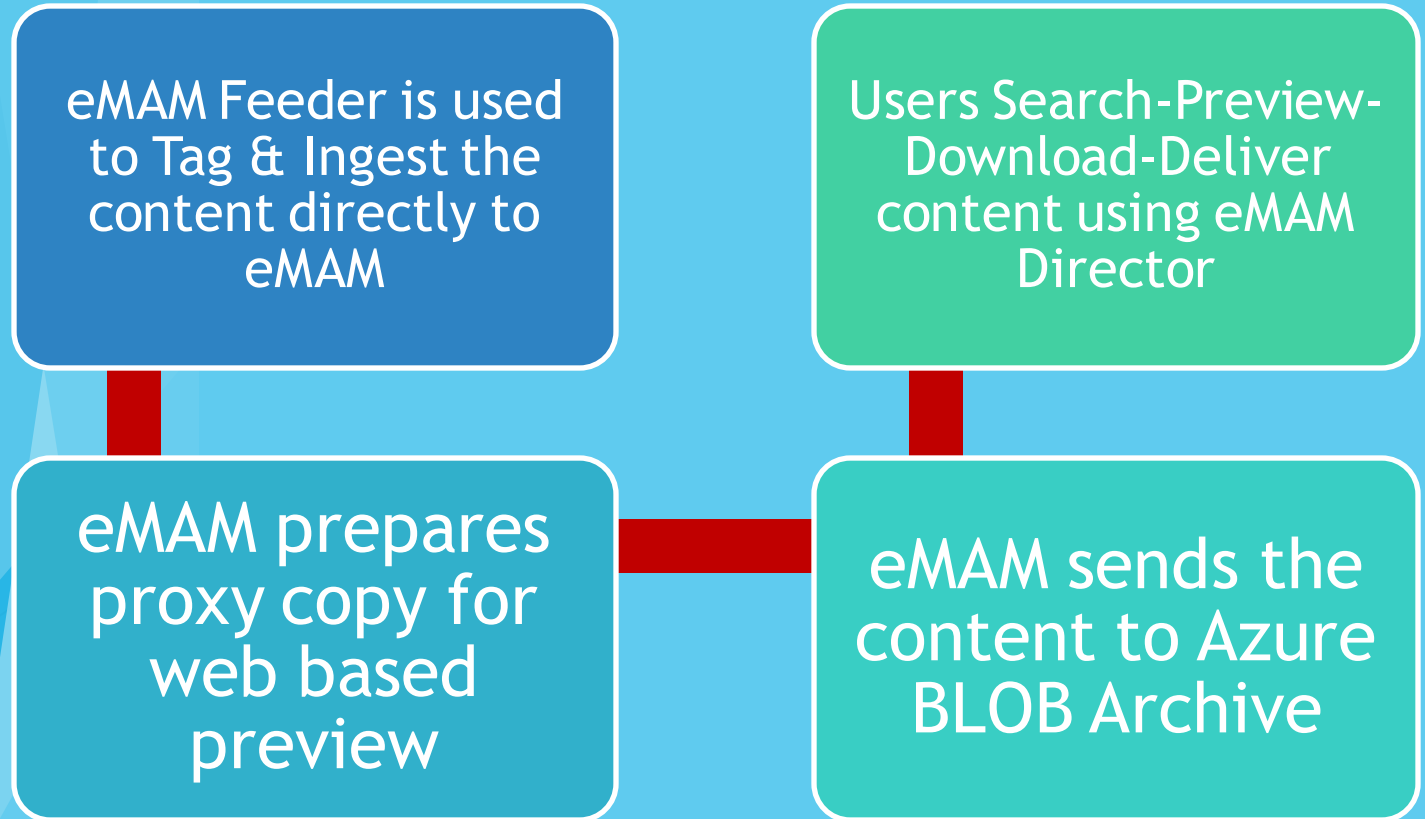
Redundancy
(LRS / GRS)

Scalable
1.5 Million objects
130+ TB
As of 12/09/2018

Cost
optimization
with “pay-per-
use” model

Reduced
infrastructure
expenses

New Workflow



New Opportunities

Cloud Editing
and delivery

Artificial
Intelligence -
Transcript ,
Faces, objects,
keywords
extraction

Monetization

Workflow
automation