DELLEMC

DELL EMC ISILON STORAGE SOLUTIONS FOR MEDIA AND ENTERTAINMENT

ESSENTIALS

SIMPLIFY
- Manage media, not storage: Reduce management by leveraging IT infrastructure
- Grow your infrastructure concurrent with your business needs

LOOK FORWARD
- Enable new formats & delivery methods
- Unify targeted advertising & monetization of assets

BE CONFIDENT
- Zero downtime: The industry's most resilient storage solutions

DO MORE
- Work concurrently: Deliver operational efficiency with greater speed and lower cost

CHANGE IS DRIVING OPPORTUNITY

Today's media landscape is undergoing significant change. For post-production, visual effects, and animation companies there's the challenge of creating new content on shrinking budgets. For broadcast, pay TV, and content delivery providers there is the compelling need to stay relevant with changing audience interests—while barriers to entry for new media companies continue to fall. However, the competition is tough, and compelling content is still king!

From a technology perspective, the number one goal is supporting existing workflows; making them more efficient, while enabling new business opportunities. Simplifying and consolidating your infrastructure to support current operations, combined with the business agility to enable next-generation business requirements like Cloud, Mobile, Social, and Analytics is key to enabling your next market opportunity.
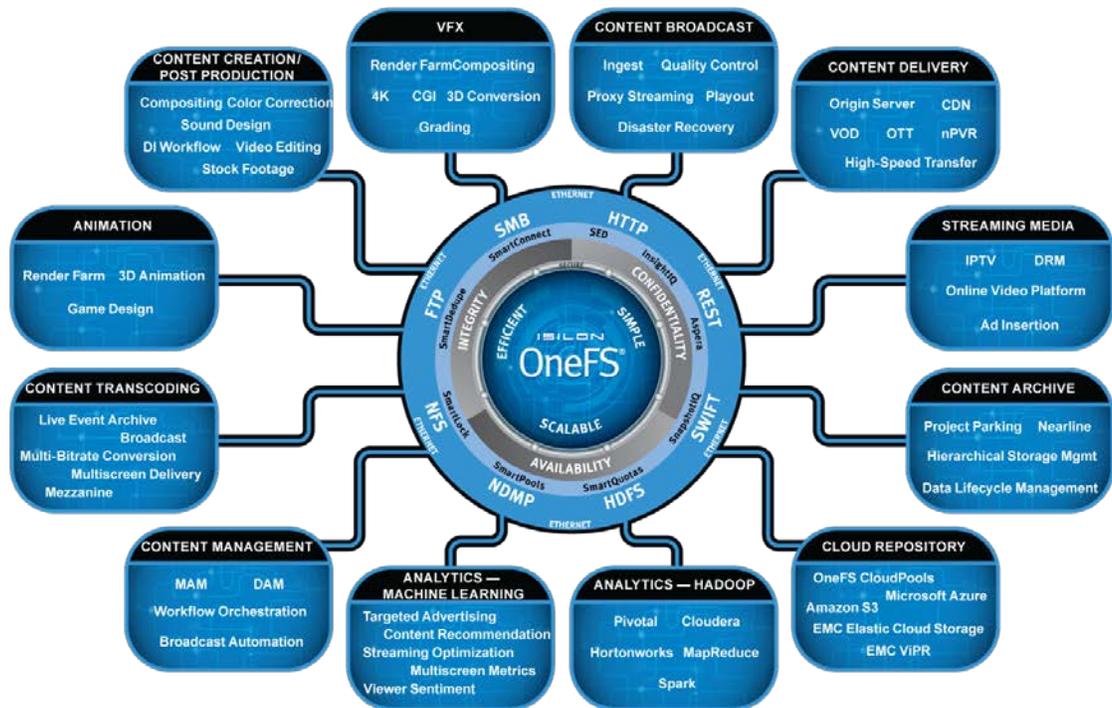
From day one, Dell EMC has thought differently about media. We believe the industry is all about creating and delivering great stories and not about managing technology. We continue to focus on delivering the industry's best balance of high performance, scalability, and ease-of-use while minimizing costs over time. We've done this by challenging the status quo of how storage technology works—to provide simplicity, performance, and future-proof infrastructures.

STREAMLINED WORKFLOWS

Consolidation of assets to streamline workflows is a goal of many media organizations. It reduces costs by eliminating separate "silos" of storage, and speeds production by allowing artists and delivery engineers to share assets. Dell EMC uses the term "Media Data Lake" to describe a consolidated, sharable storage environment that allows multiple access methods and multiple storage methods. The Media Data Lake can help you leverage new technology and workflows—without reworking your entire infrastructure.

The Media Data Lake simplifies workflows by offering a single namespace, eliminating proprietary silos of storage and reducing complexity. Every file in every project—from ingest to playout to long-term archive—can coexist effectively on the same file system as proxy media, mezzanine formats, and other assets. Plus, assets can be automatically migrated to the storage tier that best fits the access requirements (including private or public cloud services), significantly reducing TCO.

NEXT GENERATION STORAGE FOR MEDIA AND ENTERTAINMENT WORKFLOWS

ISILON — THE MEDIA DATA LAKE

In addition, the media data lake approach enables in-place analytics. In this new era of the connected consumer, broadcast, pay TV, and content delivery providers need a one-to-one relationship with the media consumer. To capitalize on this relationship, business-to-consumer analytics is critical. In-place analytics provides a wide range of benefits that can inform every aspect of content generation, packaging, and distribution.

SPEND LESS, DELIVER MORE

Modular and scalable storage like Dell EMC Isilon allows project-based provisioning— you buy what you need when you need it, instead of attempting to forecast—or worse, buy for—future storage requirements. There's no need to overprovision storage or have creative teams sitting idle when business grows beyond projections. Hundreds of terabytes or even petabytes of storage can be added within hours, with no downtime and no business disruption.

Isilon is simple to install, manage, and scale, greatly reducing operating expenses. Unlike traditional enterprise storage, Dell EMC storage stays simple no matter how much storage is added, how much performance is required, or how business needs change in the future. You can add performance and capacity with the push of a button, and adapt to dynamic workflows quickly and easily.
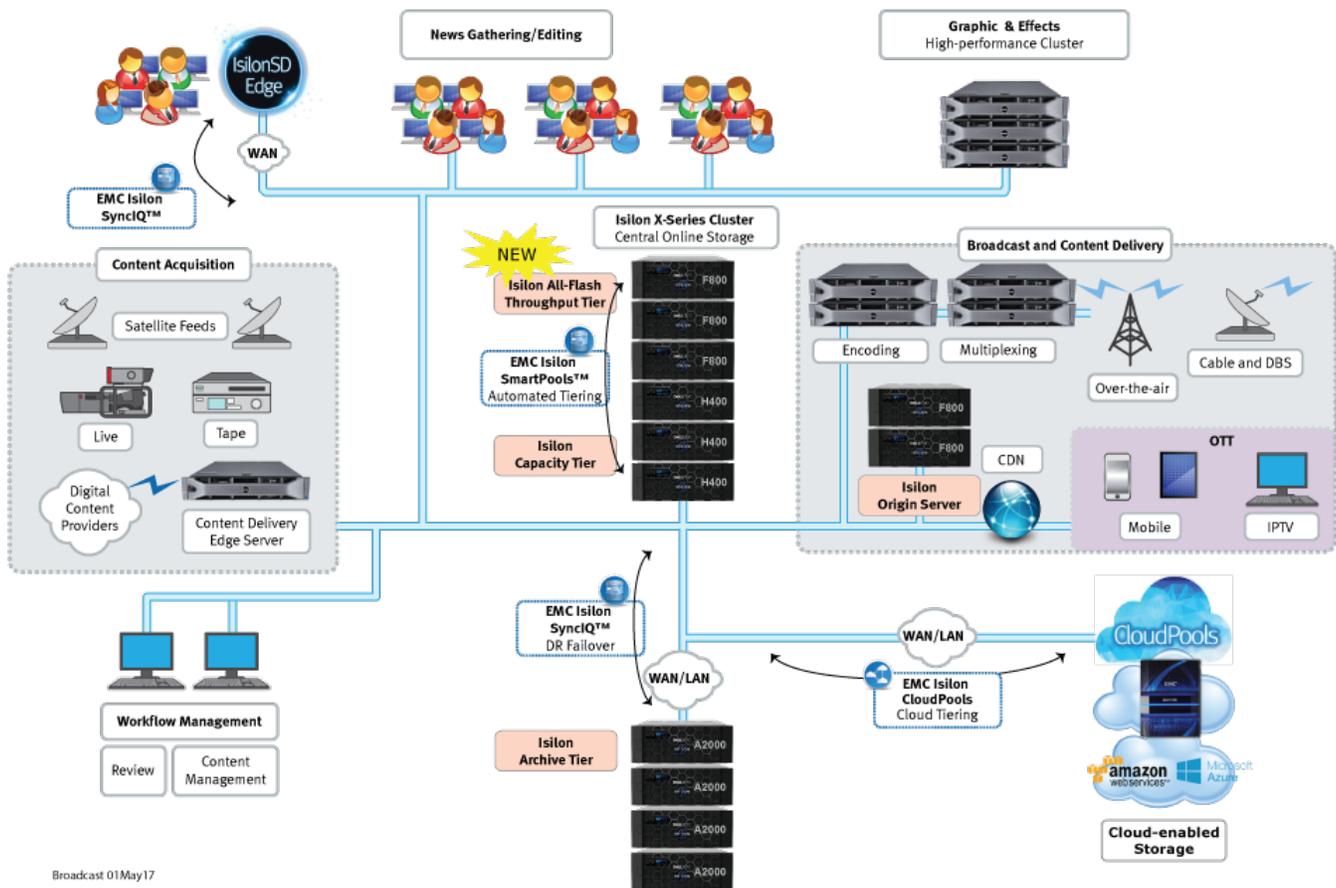
"Our international content workflow is now almost completely file based—access to content is streamlined for editing, compliance and desktop viewing. As a result, we've accelerated time-to-publication of new international content by 150%. By giving the channel teams more control over media content, Isilon has enabled us to execute on a completely new content publishing model in the broadcast industry."

TIM BERTIOLI
Sr. Director, Media & Technology Infrastructure, Viacom

OPTIMIZED DATA FLOW FOR BROADCAST

Broadcast producers today face greater competition, higher expectations, and greatly accelerated digital workflows. From the need to ingest, edit, process, and deliver media on a moment's notice to streamlining access to growing asset libraries, the broadcast workflow relies on a secure, reliable, high-performance access to content and collaboration.

As a leader in the broadcast industry, Dell EMC has over a decade of experience with media storage workflows, supporting hundreds of customers in countries around the world. We partner with leading media industry solution providers from ingest to playout to create end-to-end workflows for linear and on-demand multiplatform delivery of content.
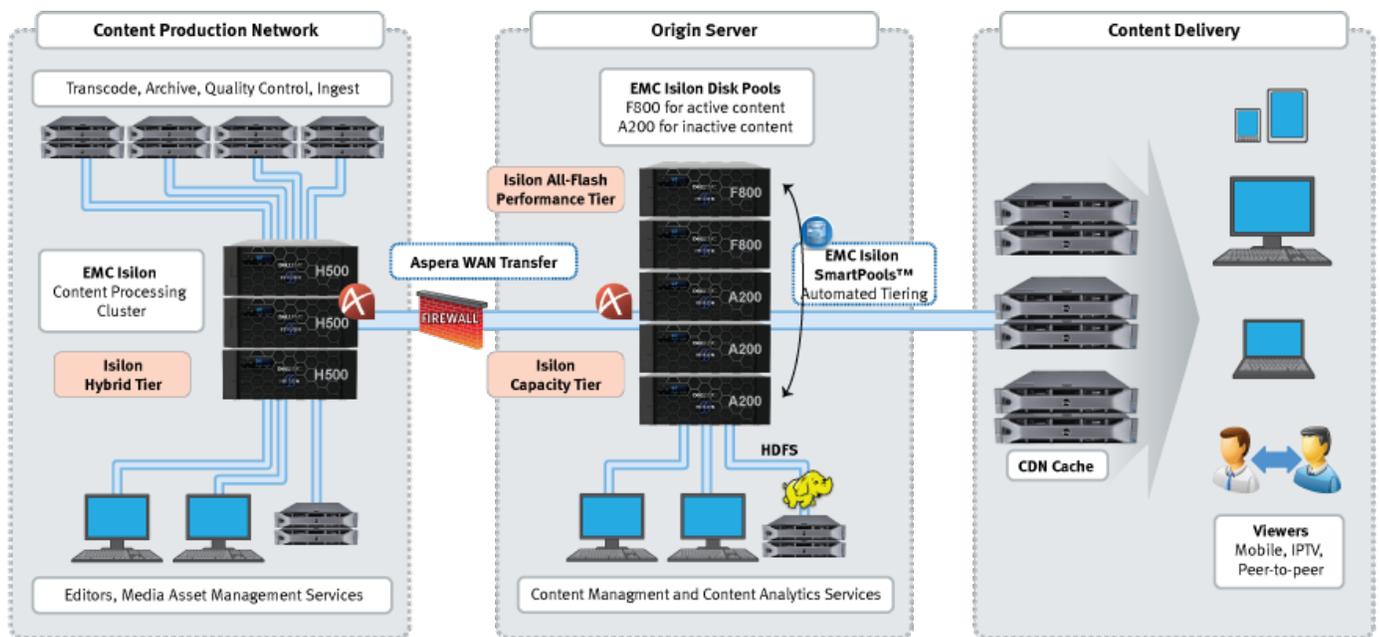

"We need a storage solution that can reliably deliver unparalleled access to content for our broadcast team, both on-site in Beijing and at our multiple broadcast centers in the United States."

CRAIG LAU
VP of Technology, NBC Olympics

OPTIMIZED DATA FLOW FOR CONTENT DELIVERY

From traditional linear transmission to multiplatform delivery to connected devices such as smartphones, tablets, set top boxes, gaming consoles, and connected TVs, consumers have availability to content wherever they have access. Taking into account the shift in consumer viewing habits to on-demand viewing and the rapidly growing associated market share opportunity, it's clear the demand for both linear and streaming video is a strategic, fast moving, and meaningful business opportunity.

Success competing in linear and on demand markets often boils down to how you support your workflow. Dell EMC storage solutions are the foundation for processing and delivery platforms around the world. Today Dell EMC provides the origin storage solution serving audio and video content to over one billion subscribers worldwide in the cable, satellite, IPTV, OTT, mobile video, and streaming music industries.

"Every now and then you run into a product that changes what's possible. Isilon is one of those major advances that enables us to innovate faster and better and bring live video streaming closer to the quality of broadcast TV."
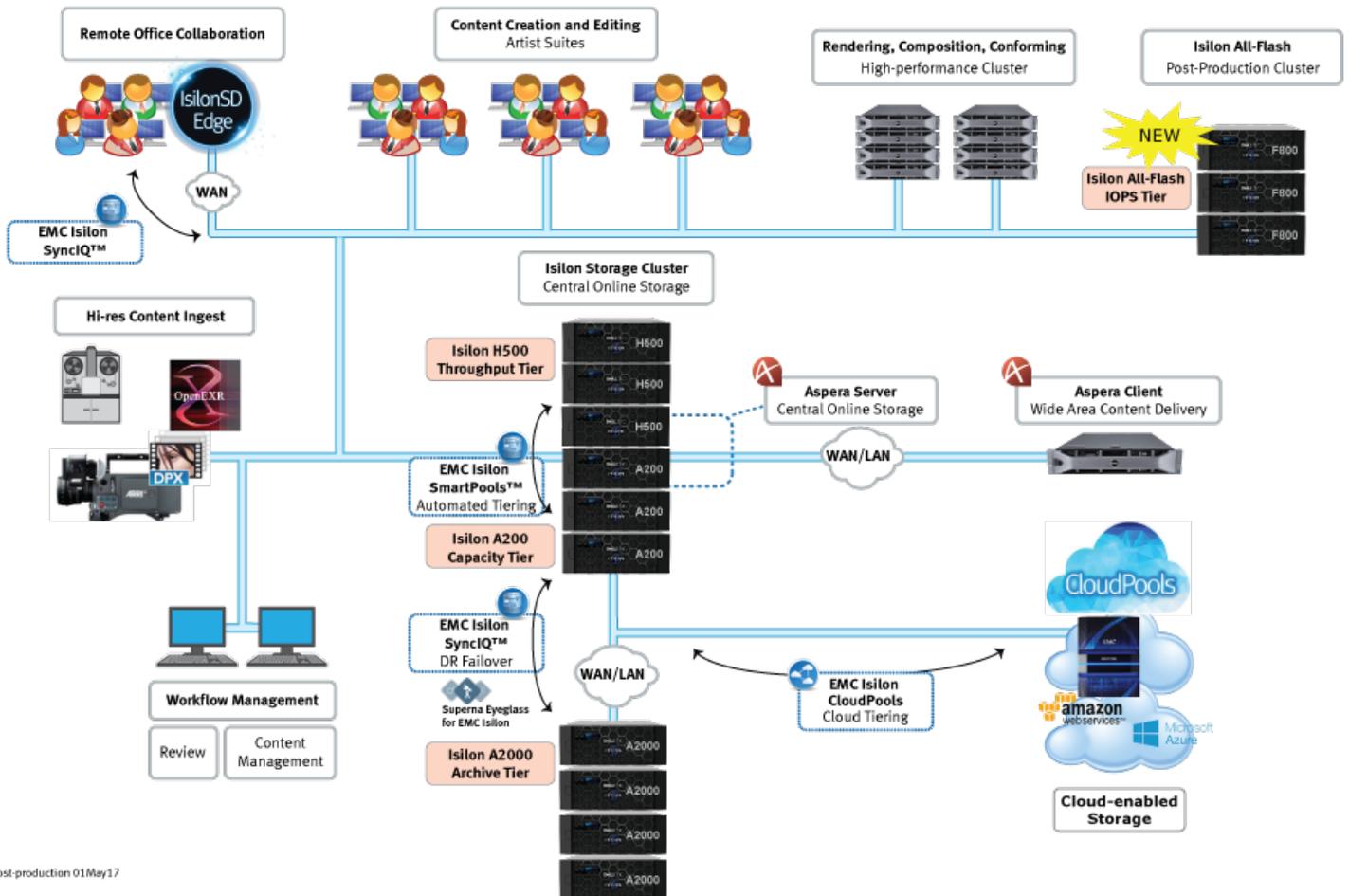
JOE INZERILLO
SVP, Content Technology/CTO,
Major League Baseball Advanced Media

OPTIMIZED DATA FLOW FOR POST-PRODUCTION

Media production companies, whether pre- or post-production or real-time content management, are dealing with an explosion of data volumes. Higher resolution imaging standards evolving from HD to 2K, 4K/UHD, and future 6K/8K video quality are creating exponential growth in asset sizes. Rapidly changing business economics and timelines require consolidation of workflows, management simplification of technology, and streamlining the number of different technologies being deployed.

Isilon storage gives post-production teams shared access to a high-performance Media Data Lake—eliminating silos of content, increasing collaboration and artists' productivity. IT management will benefit from Isilon's simplicity of scale and management. Growing the single, shared pool of data is literally as simple as pushing a button, letting capital procurements occur in small increments that track business needs.

Dell EMC's use of open and industry standard protocols and features enables better utilization of available desktop power, provides better access to data, and reduces time and energy spent on duplicating data. Plus, assets stored on a properly configured Isilon storage cluster are heavily protected from hardware failures, natural disasters, and human-induced failures.
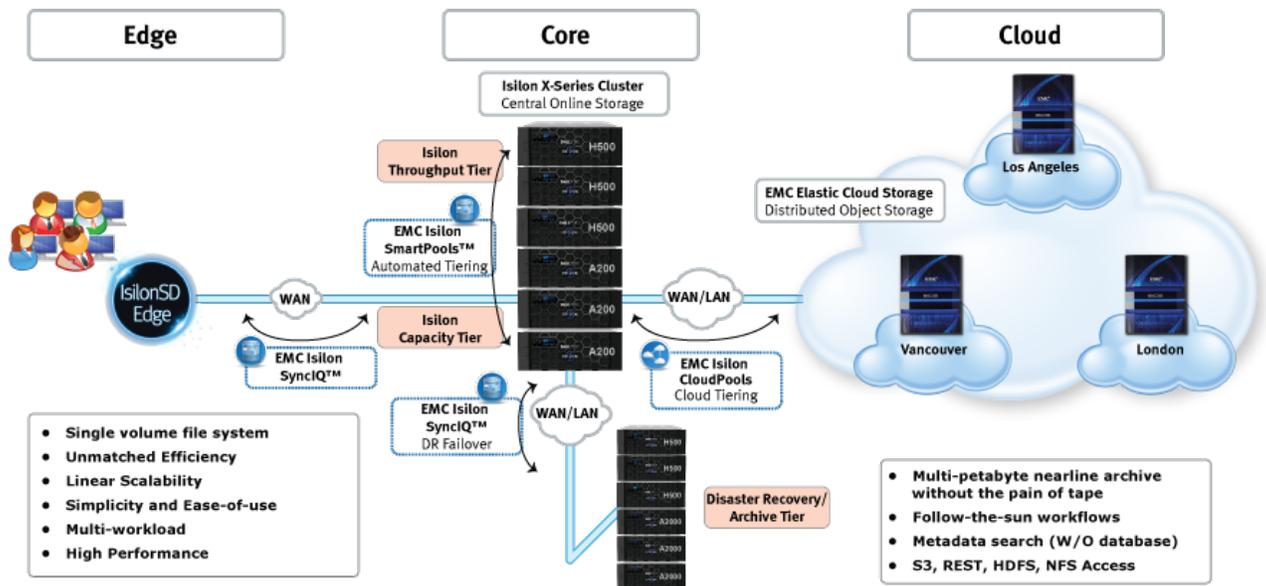

Post-production 01May17

"Our technology needs to be as powerful, reliable and efficient as we can make it if we are going to produce something beautiful. Isilon is certainly helping us achieve our creative goals."

ALEX TIMBS
Head of IT, Animal Logic

EXTENDING THE DATA LAKE

The media data lake can be extended from remote locations ("the edge") to a central repository ("core") to cloud-based asset repositories. Extending the Media Data Lake provides seamless access to synchronized, protected assets regardless of location, while leveraging public, private, or hybrid cloud technology to provide the economies of cloud-scale storage.

The use of remote or geographically dispersed production offices is growing. But assets and production materials "at the edge" often leads to inefficient islands of storage, inconsistent data protection practices, and lack of synchronization with the "core" production facility.

IsilonSD Edge provides a software-defined storage solution that allows media companies to quickly and seamlessly gain access to production and talent wherever great stories are captured, created and produced. In addition, as a software-defined storage solution, IsilonSD Edge runs on commodity hardware in a virtual environment—substantially reducing costs and increasing agility. IsilonSD Edge extends the Media Data Lake across geographies, allowing remote production offices or "follow-the-sun" content creation and delivery. Media data lake synchronization with remote assets reduces inefficiencies and accelerates production times by sharing critical production media assets.

Dell EMC Isilon CloudPools enables Isilon media customers to seamlessly archive or tier assets from their Isilon cluster to an in-house (private) cloud based on Dell EMC ECS, or a choice of public cloud providers (such as Amazon AWS or Microsoft Azure), or a combination of both. This gives a media organization the flexibility and simplicity of policy-based, automated tiering to expand beyond their current capacity and archival storage. With CloudPools, data that is transmitted to the cloud is encrypted for security purposes and compressed to optimize the network bandwidth usage.

A FOUNDATION FOR FUTURE-PROOF MEDIA WORKFLOWS

As the global leader in scale-out storage for the media industry, Isilon delivers powerful, simple solutions for organizations that want to profit from the changes in the media industry. Unlike traditional enterprise storage, Isilon eliminates silos of storage by enabling you to manage all your workflows, all your formats, and all your content in one place. You can add capacity with the push of a button, work concurrently on files without performance degradation, and easily manage content from a single storage pool to adapt to changing business needs quickly and easily. To reduce costs, Dell EMC storage remains simple to manage no matter how large your asset repositories grow.

Dell EMC products are designed to handle the intensive workflows and storage requirements of media and entertainment. We're challenging the status quo of storage for the media industry so our customer can focus on creating and delivering great stories.

ABOUT DELL EMC

Dell EMC is a trusted leader in media and entertainment storage for content creators, broadcasters, and content delivery providers. Dell EMC storage forms the foundation of a simple and future-proof infrastructure, giving you the agility to transform business operations, and the flexibility to adapt to new media workflows. Through innovative products and services, Dell EMC accelerates creation and monetization of media, helping media professionals store, manage, protect, and analyze their most valuable digital media assets.

Build your story on Dell EMC.

CONTACT US

To learn more, contact your local representative or authorized reseller.

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