

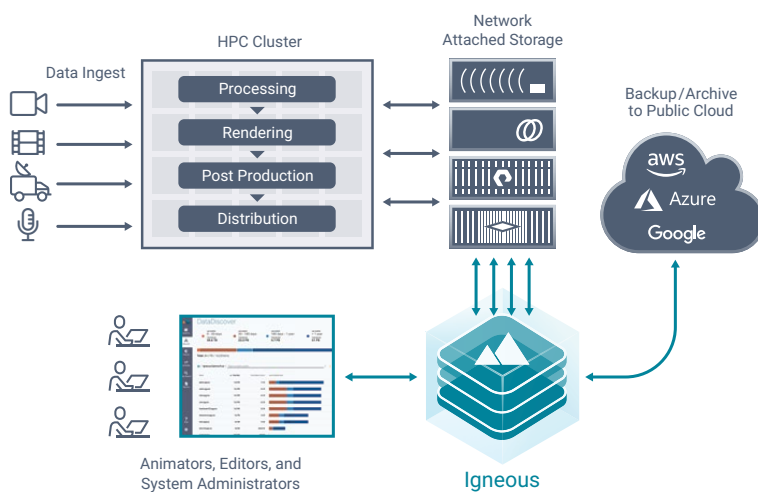


Modern Backup, Archive, and Cloud-Tiering for Media & Entertainment

Media & Entertainment (M&E) organizations are constantly looking for ways to increase the business value of their media assets by merging creative talent with technological breakthroughs. The results of these innovations have been stunning – higher resolution video, richer sound quality, and more realistic video games and VR experiences – but a necessary side effect is larger files, double-digit growth in file counts, and overwhelmed data protection platforms. Those M&E organizations using legacy backup solutions are finding that their unstructured data growth is outpacing the rate at which those legacy solutions can protect it.

The nature of M&E data in general – massive files that change frequently and need to be moved between many sites – makes data discovery, analysis, and understanding even more difficult. To address the challenges that naturally come with M&E workflows, Igneous offers data protection, data discovery and analysis, and automated data movement for petabyte-scale operations. Engineered for high performance, even at massive size, Igneous enables M&E organizations to effectively manage billions of files and petabytes of data.

Igneous Unstructured Data Management for Media & Entertainment



Visualize, protect and move data through M&E workflows including; Ingest, Processing, Rendering, Post Production, and Distribution

Requirements of Unstructured Data Management for Media & Entertainment

Fast, efficient data migration

Digital assets generated by M&E companies still offer tremendous value, even after projects have finished. These companies need to migrate large amounts of data – from expensive primary NAS storage to a cool tier for long-term archive – quickly and without impacting other work.

Performance and throughput

Whether for backup or archive purposes, M&E workflows need a high-performance, high-throughput solution that offers native support for seamlessly moving data to and from cloud storage.

No-impact data discovery and protection

With contractually-driven deadlines and 24x7 availability requirements of most M&E organizations, production workloads and services must not be impacted by backup or data-movement actions.

Business Benefits

Business benefits for M&E organizations using an Igneous SaaS data management solution include:

- **Modern storage portfolio** leveraging powerful software architectures to scan, index and move data across primary, secondary, and cloud tiers.
- **Scale-out architectures** across both performance and capacity tiers for maximum scalability of large datasets.
- **Compelling TCO** with true operational efficiency over traditional vendors for visibility, protection, and archive

Igneous Overview

Igneous is the SaaS data management solution for file intensive environments providing data visibility, protection, and movement for any NAS, any Cloud, and any Workflow. API-enabled and cloud-native Igneous combines all data management functions, allowing organizations to fully tap the value of their unstructured data while reducing risk and optimizing IT resources.

Igneous DataProtect simplifies and automates data protection and archive for M&E workflows. With support for any file and object protocol, any NAS platform, and for any public cloud, Igneous DataProtect enables M&E organizations to consolidate their media production workflows without vendor lock-in. M&E organizations that deploy a mix of NAS architectures can use Igneous to consolidate data from all systems, either onsite, offsite or in the public cloud.

Igneous DataDiscover is the fastest way to see all data across all NAS systems – including data age, usage patterns, total capacity and object counts at any level – all through an intuitive global heatmap view. Visibility into where data is, how old it is, and the last time it was accessed is invaluable to M&E organizations who need to manage their explosive data growth from multiple workflows. DataDiscover easily locates inactive datasets, and offers click-to-archive capabilities that can quickly and easily free up primary-tier NAS capacity.

Igneous is purpose-built to handle unstructured data at any scale, including hundreds of file systems and petabytes of data, delivering high-speed, latency-sensitive backup and visibility services. To protect business-critical workloads, Igneous automatically throttles back on resource consumption as necessary when increased latency is detected on production systems during discovery and backup operations.

Key Features of Igneous Unstructured Data Management:

- **SaaS delivery.** For simplified deployment and streamlined operations, Igneous remotely monitors, troubleshoots, and performs all software updates.
- **High performance.** Igneous moves data in parallel streams at line speed to maximize network bandwidth and protect data at scale from any NAS system.
- **Search.** Igneous' scale-out index store provides integrated search and discovery of all file data on primary, secondary, and cloud tiers.
- **Cloud integration.** Igneous integrates seamlessly with all cloud providers, locations, and tiers. Igneous also offers data bundling of small files and data compression in-flight and at rest to minimize cloud consumption and transaction costs.

About Igneous

Igneous is the SaaS data management solution for file intensive environments. Data-centric enterprises trust Igneous to provide visibility, protection, and movement at scale. Any NAS. Any Cloud. Any Workflow.

Igneous: Petabytes today, exabytes tomorrow.

To learn more about Igneous unstructured data management and your M&E workflows, contact us:

1-844-IGNEOUS or 206-504-3685 or info@igneous.io

The Igneous Difference



Fast file movement:
up to 100TB per day



Simple solution delivered,
managed, and consumed
as-a-Service



Support for any NAS system,
file protocol and cloud service



Support for on-premises, cloud,
or hybrid backup and archive



Time to Value in minutes and
hours, vs. days and weeks as
with other solutions

Before Igneous

- Legacy Backup Infrastructure and Processes
- Disk-to-Disk (D2D) Replication Silos
- Offsite Tape Rotation

With Igneous

- High-Performance, Latency Aware Data Protection
- Consolidated, Platform-Agnostic Data Movement
- Backup and archive to and from Cloud Storage

"Igneous was more developed, more advanced than any other product solution we looked at."

• Sanjay Das,
Partner & Chief Operating Officer,
Tippett Studio

"Igneous provides us with visibility into our data — no matter where the data lives."

• Computer Animation Film Studio