

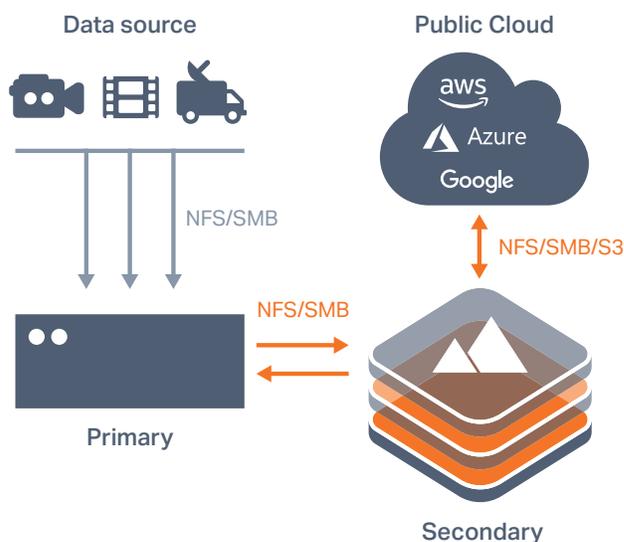


Modern Backup, Archive, and Cloud-Tiering for Media & Entertainment

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. Those organizations using legacy backup solutions find that the rate of 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, particularly for M&E organizations that rely on legacy data backup and management tools. To address the challenges that naturally come with M&E workflows, Igneous offers Unstructured Data Management (UDM), including data protection, data discovery and analysis, and automated data movement for petabyte-scale operations. Engineered for high-performance, even at massive size, Igneous UDM enables M&E organizations to manage billions of files and petabytes of data per day.

Igneous DataProtect Media & Entertainment Workflow



Simplified infrastructure, simplified backup, and simplified cloud integration with Igneous UDM

Requirements of Unstructured Data Management for Media & Entertainment

- Digital assets generated by media and entertainment companies still offer tremendous value, even after projects have finished. These companies need to migrate large amounts of data quickly without impacting other work, from expensive primary NAS storage to a cool tier for long-term archive.
- In addition to data archival, M&E companies need a reliable, automated solution to move massive volumes of active data between sites for collaboration and processing.
- Whether for archive or collaboration purposes, M&E workflows need a high-performance, high-throughput solution that offers native support for seamlessly moving data to and from cloud storage.
- With the 24x7 availability demands 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 of using Igneous UDM as-a-Service solution include:

- **Modernized storage portfolio**, leveraging powerful software architectures to improve supportability, visibility, analytics, and protection across the primary, secondary, and cloud tiers.
- **Scale-out architectures** across both performance and capacity tiers for maximum scalability of large datasets.
- **Compelling economics**, with hard dollar cost savings over traditional vendors.

Igneous DataProtect Overview

Igneous offers the first comprehensive UDM as-a-Service solution for IT teams and Data Owners managing unstructured data at scale. Purpose-built to handle billions of files, hundreds of file systems, and petabytes of data, Igneous helps M&E organizations manage their unstructured data at scale, anywhere data lives.

Igneous DataProtect simplifies and automates data protection and archive for M&E workflows—giving IT teams the ability offer self-serve data protection services across the enterprise. With support for any file and object protocol, any NAS platform, and for any public cloud platform, Igneous DataProtect enables IT and end users to consolidate their media production workflows without vendor lock-in.

Igneous DataProtect is protocol agnostic, centralizing backup and archive data from every NAS instance in the enterprise. 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 UDM offers latency-sensitive data-movement and data-discovery operations, automatically throttling back on resource consumption as necessary to protect service availability on production systems.

Key Features of Igneous DataProtect for M&E Organizations:

- **As-a-Service delivery.** Igneous remotely monitors, troubleshoots, and even performs software updates on its appliances installed in customer datacenters.
- **High performance.** Igneous performs highly parallel data movement, optimized for scale-out primary NAS systems.
- **Search.** Igneous' scale-out index store provides integrated search and discovery of all file data on primary, secondary, and cloud tiers.
- **Cloud integration.** Igneous automates tiering or replication to other Igneous appliances and to leading public cloud providers like AWS, Microsoft Azure, and Google Cloud.

About Igneous

We deliver the only UDM as-a-Service solution enabling data-centric organizations with visibility, protection and data mobility at scale, wherever datasets and workflows live. Our customers see, organize and understand all of their unstructured data—anywhere. Our customers protect petabytes of data on a single cloud-native platform—at scale. Our customers automate movement of datasets—for everyone needing them. We combine all UDM functions into a single, API-enabled, cloud native solution.

The right data, in the right place at the right time.

Find out more at igneous.io

Contact Igneous

To learn more about the Igneous and your M&E workflows, contact us:

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

*Igneous performance benchmarks are based on documented testing. Performance results will vary based on data profile, file system, protocol and jobs run.

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The Igneous Difference



Time to value in
days vs weeks



Scan up to
1.6 Billion files per hour*



File movement up to
100TB per day*



API-enabled for
integration and automation



Resource efficient via
fully-managed service

We're built to handle files systems that are deep and wide with uneven file distributions per directory. Large or small files, Igneous keeps networks busy. A single job can move over 100TB/day worth of data on a minimal system to seed the initial level 0 and then scan at a rate of 436,000 files/sec to find change in a given export. This job performance scales—and continues to scale as more Igneous ASR's are added.

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 Hardware Agnostic Data Movement
- Replication to-and-from Cloud Storage

"No questions, this hits all my needs and more."

Top 5 Animation Studio

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

Computer Animation Film Studio

