Is Your Media Management Future-Proof?

Today's media and entertainment production workflows are more complex than ever before. With growing file sizes, increased video resolution and high-quality visual effects requiring more storage, network and server performance; post-production environments need a high degree of parallel access between work groups, as well as higher storage capacities to handle higher volumes of recorded media.

Shared storage for post-production must contain all of the materials needed for all active projects at any given time. Sharing storage must also be able to satisfy access requirements imposed by popular nonlinear editing applications and tools. When the work of an entire organization depends on common infrastructure, the ability to access content and avoid disruptions is critical for business performance and success.

Scale Logic deploys a collaborative post-production infrastructure that goes beyond shared storage to solve the problems of large groups of editors working from the same source materials and in nonlinear environments . We understand the challenges facilities face in high-demand 4, 6 and 8K workflows, and we bring expertise in all operations and processes, from ingest to cloud archive. In other words, we're always listening and learning more about our industry to provide the best consulting services in the business.

What users are saying about media management

Scale Logic recently took a private survey to its customer base to help uncover trends and advances in media production workflows. We found that our customers were migrating away from SAN and focusing on building infrastructure around high-performance and scalable NAS. They felt on-premises LTO was still the most viable option for archiving, and finding a more efficient and cost-effective way to manage their data was their highest priority over the next couple of years.

There are plenty of early adopters testing out the buzzwords like Cloud, Object Storage, AI, and NVMe. The overarching trend is to maximize a stable platform with the best overall return on investment. Across the board, end users are not focused on storage; rather, they are focused on solving problems within their workflows where storage is an important component.

We also learned that users want more flexibility, including hybrid solutions that combine storage in the cloud and on-premises. Many customers feel pressured to refresh storage infrastructures before they're ready. This is why placing a premium on education and consulting – and not forcing a single solution – is the best way to help media professionals scale their needs for future growth against available budget.

Efficient examples of media management

Apartment Therapy Media – a digital brand focused on lifestyle, home decor and cooking – lacked a central storage solution for all of their digital assets. The production team had been working off numerous drives, which they knew wasn't sustainable. In addition, AT Media had the added difficulty of backup volumes being executed on each production station.

By adding the Scale Logic's file management HyperMDC and Genesis RX2 solutions, the production team was able to store all of its projects and assets on their central, eight-seat Adobe Premiere SAN solution. Now everyone on the team has access to the storage volume, should anything need to be changed once it was delivered. Users now have the ability to archive all projects and final assets on one appliance; the entire solution streamlined the post production process and provided peace of mind with internal backup.

Media Loft – a 100-percent employee-owned company that produces corporate events worldwide – needed to capitalize on their customers' data by archiving, cataloging and storing it long term. The post-production team felt that its existing solution – Facilis TerraBlock without a global file system – fell short on capacity, scalability and data integrity. The solution did not meet current standards and was woefully unprepared for the future of high-resolution video, VFX, etc.

Scale Logic worked with Media Loft to design a new infrastructure that featured new RAID storage, a co-location backup solution and integration of PAM and HSM as the media asset manager and data mover for the organization. By replacing the TerraBlock system with a single, scalable HyperFS file system and Genesis RX2 RAID storage system gave Media Loft seamless data flow and data throughput for a huge amount of high-definition video streams and data file copies. The changeover saved the company hundreds of hours of data wrangling and other tasks.

What you can do now to prepare for the future

- *The key to an efficient media management process is working with the right tools and vendors. Ask them questions and make sure they understand your current environment.*

- *When considering performance, looking at your current infrastructure is a necessary first step in assessing bottlenecks.*

- *When looking at growing and scaling your environment there are several key factors; adding editors, working with higher resolutions, storage capacity, and current and future archiving strategies.*

- *One of the most common ways to minimize downtime and lost work is to implement a data protection plan, which will use strategies like second instances of data and failover protocols.*

Storage is an essential part of a productive, efficient media workflow. It's not a question of whether media production companies will need to upgrade these workflows to support the future of media; it's a question of which companies will be left behind.