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MEDIA WORKFLOW SOLUTIONS

GUIDE

Top 6 Must-Have

NAS Storage Capabilities for the Media & Entertainment Industry

With more than 80% of mid-market and enterprise organizations using Network Attached Storage, it's no wonder that the NAS market is expected to reach USD$62 billion by 2026.[1]

More and more, media and entertainment companies—particularly those that deal with large video files—are realizing the negative impacts of using scattered storage arrangements for their data. From having to operate with out-of-sync data, to experiencing reliability issues when trying to access files, to dealing with delays in workflows—it's increasingly evident that the traditional storage route is contributing to a lack of efficiency and loss of income.

Clearly, NAS is the way of the future. It holds the promise of solving many of today's storage challenges. The challenge for businesses is what to look for in such a device.

This guide shares six things your selected NAS solution should include—and how these features and functionality can benefit your business.

Capacity

1

Corporate growth in the media and entertainment industry rarely remains stagnant. As a result, it is critical to find a NAS with a high standard storage capacity. Especially for companies that produce huge media files, their selected NAS must provide ample storage room to accommodate current needs—but more importantly, the NAS must scale as growth occurs.

For example, a post-production company that eventually wishes to expand its program offerings beyond domestic markets will benefit most from a solution that can provide as much as twice the data storage and data throughput to their video editing workstations, compared to when the NAS was first implemented.

In essence, this provides a significant addition to storage capacity along with the ability to create a single storage volume from several drives, often arranged in a RAID scheme. RAID combines multiple physical disk drive components into one or more logical units for the purposes of data redundancy and performance improvement. Moreover, with growing workflows, multiple storage chassis can be connected for increased performance, capacity, and expansion into archive.

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2

Performance

There's little worse than trying to share and work with data via a lagging storage system. Doing so can add countless hours to a video editor's workday and limit their productivity, forcing them to wait as data is copied from one storage pool to another before they can begin working. Especially when editors are working on deadlines, a low-performance system can severely minimize their ability to meet the expectations of their clients and/or audiences.

The good news is that NAS is designed to be exceptionally fast. This means that your user experience is throttled only by the speed of your local network. If access speed to files increases, by default employee productivity will increase, because your employees can tackle jobs faster and with more accuracy. In turn, profitability will also increase.
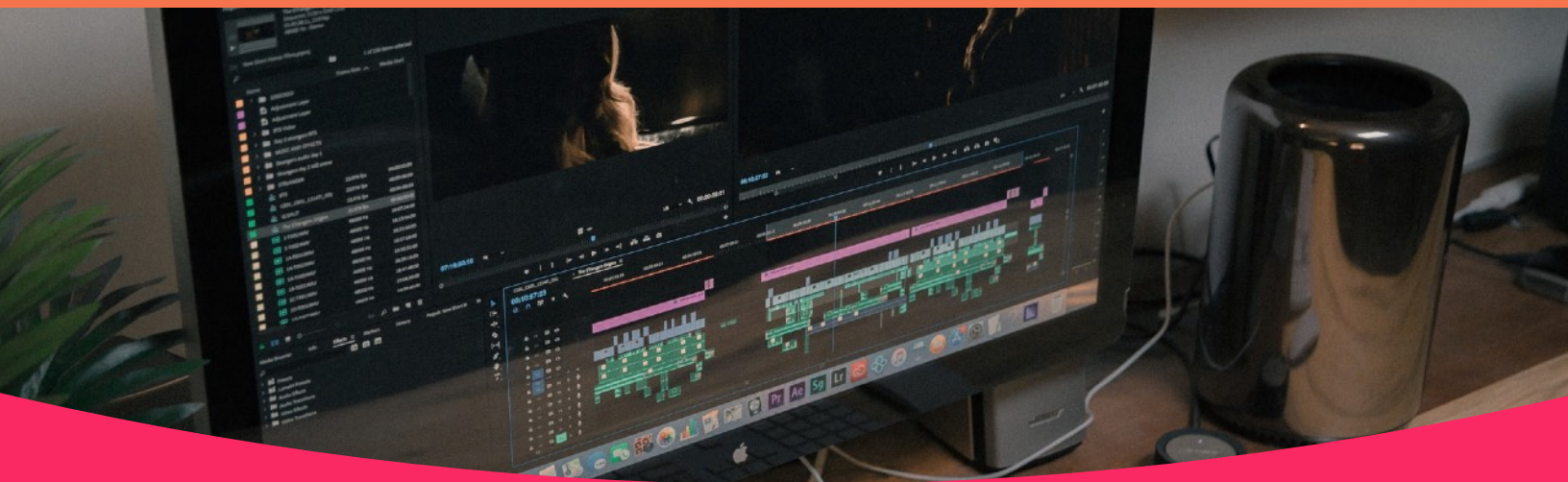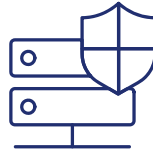
Backup & Data Recovery

3

There is nothing more terrifying in a production environment than a catastrophic failure. When drives fail or a file is accidentally deleted, there's that sinking feeling of lost productivity, lost opportunity and lost profits.

The most sophisticated NAS solutions ensure all data can survive these types of situations by providing functionality to maintain high-availability including local mirroring and RAID configurations, external mirroring and replication. Meanwhile, a NAS that enables automated data backups via a scheduler helps protect files from disappearing in the event of a power outage or other IT-related interruption.

This functionality also helps companies align with their own customers' data protection protocols, enabling the strengthening of relationships because everyone shares the same peace-of-mind where each and every file is concerned.

4

Data Security

In today's world, data is the most important asset for business. So too is keeping that data secure from cyber and virus attacks, theft or data corruption—particularly as files are transferred and stored. Whether it's the ability to quickly and easily access files, archive data for future use, or periodically reuse assets to accelerate new projects, ensuring data protection is imperative to the success of companies that work in video workflow environments.

Natively NAS provides data security—accessible only from inside one's own four walls. As such, the outside connection (if any) can be highly controlled, along with the specific user accounts associated with the environments. This helps ensure that content is not compromised in the event that drives or storage are stolen.

In searching for the right NAS solution, also look for a vendor that offers round-the-clock health monitoring ("health checks") to further ensure your data is always safe and secure.

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Value

5

NAS capacities vary greatly. Obviously, the amount of storage capacity you need will dictate and help narrow down your choices for a new NAS device. Price will also likely play a huge role in your decision. But there is much more to factor in.

When disparate drives are a thing of the past for your business, you will quickly begin to experience all the benefits of modernization. From fully automated backups, advanced compression, encryption, and even de-duplication—these are just Day One attributes that are realized with better infrastructure and technology.

Even better: with the right NAS, users can also configure seamless sync workflows to immediately enable enhanced collaboration efforts, enable easily managed users and groups through service directories, and implement media management tools.

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Interoperability

Not all NAS appliances are created equal: some are more intelligent than others, with workflow integrated to provide automation and orchestration with other third-party software applications running on the NAS itself.

During your search, look for a NAS solution with data management utilities built-in to easily integrate with, archive, replicate and move data from primary to secondary disk tape, or to private or public cloud. Look also for a NAS that offers other built-in capabilities like data analytics, media browsing capabilities, and even media file conversion and media player tools.

With businesses looking to do more with less, a smart NAS that drives efficiency into media management is a huge value-add that ensures you get the most out of your investment. Moreover, being able to do all of this under one single NAS device—versus having multiple separate servers and hardware connecting into your infrastructure—helps simplify design and significantly decreases the potential for system failure.

Conclusion

Shared storage is essential for every collaborative media workflow—but a positive experience can only be achieved with the right NAS solution. That means finding a NAS solution that not only meets your needs today, but into the future.

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REFERENCES

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