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MEDIA WORKFLOW SOLUTIONS

Top 3

Business Benefits of Intelligent Data Management for Post-Production Media Environments

Improving Your Data Storage
On-Prem and In The Cloud

Data is everything in post-production media environments, and it will only grow in importance moving forward. Most companies around the world—or at least the most successful ones—are now basing their processes and business decisions on data and information, for which they pay substantial amounts to securely store and use.

Intelligent data management is an essential part of data utilization and can greatly optimize the operations and finances of businesses. With the average company managing over 100 TB of data and a growing trend towards cloud storage, questions of security of information, classification, efficient file research and cost control are becoming central issues.

That's where data management platforms come in—providing your business with features to effectively track your storage usage, organize your data structure, and integrate seamlessly with your existing API, bringing you peace of mind and greater efficiencies.

This guide provides an overview of the challenges and need for enhanced data management, as well as the benefits that businesses can achieve by investing in an intelligent data management solution.

Why Post-Production Environments Need Intelligent Data Management

Put simply, data management is the process of collecting, keeping and using data and information in a safe, secure, cost-effective and efficient way.

In the past, data, information and files were kept as physical copies in offices and corporate buildings. Nowadays, with the rise of digital storage, big data and the cloud, businesses find themselves with a much greater quantity of all sorts of data.

Meanwhile, the more customers your business or service may have, the more data and information you may find you are keeping in multiple storage sources (like cloud, SAN, NAS, DAS, and more). This can result in the following complications:

• **Higher costs of storage**—Every business accumulates data over the years and needs to store it for future use. This leads to a continuous increase in your storage costs, whether for the storage space itself, or the staff or the management tools your team needs. To limit these costs, a quality data classification system is necessary and unused data must be regularly removed to free space for new information.

• **A lack of a centralized view of your data**—Most enterprises work with data stored on-premises and in the cloud. This can be challenging when you don't have access to a centralized view of your data, and is likely to increase the risk of duplicate files and waste of storage space. Therefore, having the tools to navigate and find files located anywhere in your storage structure is becoming essential.

The good news is that intelligent data management solutions can reduce the complexity of managing growing volumes of data while also reducing the overall cost of storage for your enterprise.

The following pages highlight three top benefits that businesses can experience when they invest in intelligent data management solutions.
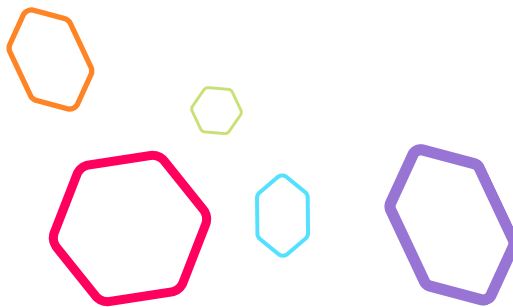
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BENEFIT

1

Manage Files and Projects With Ease

With intelligent data management, users have a centralized view of all storage and can seamlessly navigate and discover files within the entirety of the storage infrastructure.

Software allows for quick and instinctive classification of your folders and files in "projects"—which can be created to represent anything from a department to a client, specific project or group, and more. Meanwhile, it also intelligently provides a timeline view of a folder with its history, including useful facts about any folder changes.

Knowing the size, number of files and storage cost of each project is extremely beneficial for budgeting, maintaining an organized data structure, and taking advantage of analytics specific to the project.

BENEFIT

2

Find Data Faster for Smarter Decision-Making

The sheer amount of data stored by businesses makes searching for information a challenge. Moreover, having a weak data classification often leads to the loss of valuable information. Both issues can be immense time-wasters for your employees and IT departments.

Data management services remove these challenges by enabling easy data searches and monitoring specific projects, groups or folders scattered throughout your infrastructure.

An intelligent data management solution with a high-speed search engine enables users to quickly and easily find any file across all storage. More specifically, you can sort and find data based on intelligent insights and metadata, visualize each project's allocated space, use charts to easily filter searches, and download search results as CSV files.

When intelligent data management systems provide an easy-to-use visual format of their project information, this provides organizations a clear, concise global picture of their data—including the biggest storage variations, most active projects, file utilization, duplicated files, and more. With access to data analytics, users are empowered to make more informed decisions than ever before—and accurately account for and allocate budgets more strategically with any given project.

BENEFIT 3

Take Control of Rising Storage Costs

A growing clutter of data in your business storage could be a sign that data and information are sitting "cold," meaning they have not been accessed in the last few months. This "cold storage" is a significant source of expenses—for a data storage of 1 PB of various memory, it can cost upward of $100,000 every year to maintain this unused data. Meanwhile, duplicate data can also waste valuable storage space if the ever-growing cloud of information is stored in multiple places.

At the moment and frequency of your choosing, an intelligent data management system will scan your stored data infrastructure to search for potential file duplicates or cold data. The scan speed is correlated to the size and nature of the data storage, but will be done in a way that will never impact your daily operations.

The result for your business: you keep only quality data while improving efficiencies and reducing costs.

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Manage Your Storage Intelligently

The complexity and associated cost of storage for post-production environments can be overwhelming. Whether it be unstructured or structured data, duplications, changed files, old and unused files, or something else—a solution is needed to save space, save time, and save money.

Contact Scale Logic today to learn how our highly sophisticated web-based Business Intelligence (BI) application can deliver a seamless unified view of all your storage, while providing intelligent data awareness combined with actionable insight.

BOOK A DEMO TODAY!

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