SCALE LOGIC

MEDIA WORKFLOW SOLUTIONS

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Things Driving the Migration from LTO to Active Archive Technology

As the world of advanced media storage solutions continues to evolve, the modernization of media archive platforms is finally happening across all sectors of the media and entertainment industry. Whether organizations are looking to replace their LTO libraries or maintain their incumbent LTO infrastructure, new object storage tiers are being added to their environments to satisfy new business requirements.

So what is driving the change?

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Faster Access to the Whole Archive

Meeting the current insatiable appetite for archive content breaks the cold copy workflows that LTO was designed for. Whether news, sports, documentaries or reality TV, on-demand access to archive content from anywhere is needed more than ever. Producers want self-serve access to content to meet very short deadlines with quick turnarounds. If the content takes too long to come back, they will likely move on to the next project.

Audience Engagement

Influential audience or fan engagement strategies require content, new and old, to be available at one's fingertips. Sports teams and associations are building new content distribution channels that need a steady flow of content to ensure their fan community stays engaged. Likewise, broadcasters want to share their 40-year-old archives with their digital consumers; however, the content remains locked in proprietary LTO silos.

Problems with LTO

LTO8 tapes were infamously challenging to get hold of, not least of all because of a protracted court case between Sony and Fujifilm. This eroded industry trust in the format and hastened the search for an alternative solution.

Furthermore, strict compatibility policies between versions (e.g., LTO9 is not compatible with LTO6) mean that organizations are forced to migrate or maintain various generations of tape readers—this will never change. Recent mergers and acquisitions also left swaths of companies in the lurch—facing either enhanced support fee structures, a lack of interest in media workflow requirements, or enforced fork-lift migrations to new products and services.

The Rise in Cloud Adoption

Exploring a move to cloud storage for archive is either being mandated by the executive team to use OPEX budgets, or the desire to offload bulky kit and in-house technology services to a third-party provider. When investigating public cloud bandwidth and pricing, many organizations are looking to implement a hybrid mix of on-prem private cloud and public cloud services.

Content Jails

Many broadcasters and post-production companies used proprietary technologies that locked the archive content into one workflow—one way in, one way out. In short, locked archives precludes using the content in other shared workflows with other departments. This type of LTO-driven workflow effectively creates a content jail. No one wants their data locked up in a content jail.

The Path Forward

Organizations realize their content needs mobility to be exploited, shared, re-used, or moved to new platforms. The solution? Scale Logic provides the perfect media-focused active archive platform that benefits organizations, financially and operationally, by modernizing workflows and providing instant access to all media assets. Our solution—built on mature, feature-rich and future-proof object-based storage technology—delivers operational efficiencies, full digital content governance, multiple media-based workflows, and provides secure access to all archived content from anywhere.

We can help you migrate to a more flexible, future-proof and modern archive platform, or augment your existing LTO infrastructure—and bring financial and operational benefits to your organization.

Speak to a Scale Logic storage professional today!