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OpenText in Media & Entertainment: Media Storage and Archiving

Balancing Access, Reliability, Security and Cost in a Multi-Petabyte World

In a perfect world, creatives would have unfettered access to all digital assets. Media companies could immediately monetize their digital assets whenever opportunities or innovative new uses arise. And storing all of that would be carefree and consolidated into one fast-access repository.

We'll get there. But in the meantime, OpenText Media Manager is the closest thing to that perfect world that current technology can provide. A key part of it is the OpenText Media Storage and Archive solution, a fully integrated, multi-tier storage infrastructure that can be deployed independently or as an integral element of the larger OpenText Media Manager suite.

OpenText Storage and Archive:

- Meets the multi-petabyte needs of modern media creators and companies, including production and distribution.

- Provides transparent access to media assets on fast disks, in object storage, or on LTO tape.

- Enables consistent search and recall of assets across all tiers of storage, including third party storage vendors.

- Functions independently or as an integrated component of a consolidated OpenText digital asset management (DAM) system.

It's a Matter of Scale

One filmmaker neatly sums up the problem: "When I go on a trip and come back with 30 terabytes of footage, it's really nice to have a good, organized place to keep all the files. And that's just one of the trips I do in a year."

Source, working and final media files are already huge and getting larger. In addition, expanding distribution opportunities add to the variety of formats to generate and store.

The obvious answer is tiered storage resources that provide a sliding mix of cost, speed and capacity. This gives immediate-need assets premier fast-disk service while progressively lower-priority material migrates down the cost curve to eventually reside on archive tape. That's really the only way to balance cost and value at scale.

The question is, how can you efficiently work with, and manage, the digital media assets in a tiered system?

HIGHLIGHTS

OpenText integrates both its own archive and best-in-class third party storage vendors technology to provide media companies with broadly capable, enterprise-scale storage and archive solutions.

- Integrated storage and archiving for media files of any size and type.

- Scalable to petabytes of data.

- Full visibility into where files are stored, associated metadata, and storing or retrieval time.

- Multi-tiered capability to store digital media on fast disk, object storage or LTO tape.

- Optional customized integration into any third-party storage infrastructure.

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Meeting the Challenge of Workability

While tiered storage mitigates the scale problem, it also has meant multiple interfaces for searching and retrieving digital media assets, and disjointed management of the collection.

OpenText Storage and Archive resolves these issue by providing full visibility across the different repositories, including fast disks, object storage, and LTO tape. You can see the location of any asset, its associated metadata (e.g., title, length, creation date, format, etc.), and how long it will take to store or retrieve it.

This enables creatives to quickly and consistently retrieve, find or discover usable assets without having to know or worry where those assets are physically stored. In addition to freeing up more time for actual creative work, this also reduces or eliminates duplication of effort that results when people either can't find what they're looking for or don't know that it already exists.

On the distribution side, the quicker salable assets like current and back titles or other digital media can feed the distribution channels, the faster they can add to the revenue stream. OpenText Storage and Archive provides simpler, faster access to the content in the vault.

Beyond management and access, you also need to protect the assets, both for posterity and for business security. In addition to facilitating broad requirements ranging from production access speeds and distributed production requirements, the OpenText solution also includes a secure archive.

Out of the Box Integration or Roll Your Own

Through partnership with third party vendors, OpenText Storage and Archive gives media companies a broad integration choice, and visibility into, any storage infrastructure and its capability for storing digital media files of any size.

For a more comprehensive media management system, OpenText Storage and Archive is also fully integrated with OpenText Media Manager (OTMM). Industry analysts cite OTMM as a leader in Digital Asset Management.

For media companies that use something in addition to, or other than, OpenText Archiving technology, OTMM also includes a framework that allows for integration into any third-party storage infrastructure.

Enterprise-Grade Media Storage and Archiving

The OpenText Media Storage and Archive Solution is part of OpenText Media Management, an enterprise-grade digital asset management platform that provides secure, cost-effective control of digital assets throughout your organization and across multi-channel platforms.

With sophisticated collaboration tools and automated workflows, teams can annotate rich media assets directly from integrated OpenText CEM products, Adobe Drive, SAP software, and more. With added opportunities for content reuse, seamless integration, and shortened time-to-market, your organization can deliver real-time responsiveness to meet both internal and customer expectations.

Leading customers that deploy OpenText Media Management include Discovery Communications, Cisco Networks, HBO, Rosetta Stone, Yale University, and many others.

Summary

One of the biggest challenges for media companies is efficiently using and managing their digital media assets. This directly affects operating costs, creation costs, traditional and new revenue opportunities, time to market for new products, and overall ROI of each asset.

OpenText Storage and Archive delivers complete visibility into, and intelligent management of, its own archive as well as other third party storage infrastructures. It provides fast and efficient support for the broad requirements of media companies, including production access, distributed production, and a secure archive.

It provides a fully integrated, multi-tier storage infrastructure that also smoothly functions as an integral part of the larger OpenText Media Management environment.

For further information, please contact your nearest OpenText representative, or visit **OpenText.com**.

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About OpenText

OpenText provides Enterprise Information Management software that enables companies of all sizes and industries to manage, secure and leverage their unstructured business information, either in their data center or in the cloud. Over 50,000 companies already use OpenText solutions to unleash the power of their information. To learn more about OpenText (NASDAQ: OTEX; TSX: OTC), please visit: **www.opentext.com**. ∎

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