

Scality and Cisco Media Asset Storage for Broadcasters



Put archived media assets to work

For a little context, when you are in the middle of a broadcast or must mix content fast, the linear tape-open (LTO) is not your friend. You can't afford the slow response of tape, because it restricts your ability to take advantage of near-real-time market opportunities. Object storage is a better way to provide massive scale with instantaneous access to content on demand.

Broadcasters have valuable assets archived on magnetic tape data storage—LTO format for example. Although individual tape cartridges are relatively inexpensive and can store large amounts of data, content is not easily and quickly accessed. Retrieval can be a laborious and time-consuming task, because stored tapes must be manually located on warehouse shelves. Once in hand, tapes must be loaded into large robotic tape libraries that can consume considerable data center space. The number of drives in each tape library thus becomes another bottleneck, gating how much content can be retrieved at any point in time.

Benefits

- **Instantaneous, on-demand access** to archived assets
- **Highly available SLAs** to help ensure content is always accessible and preserved
- **Lower total cost of ownership (TCO)** than tape solutions
- **Search-enabled** for ease in finding content of specific interest
- **Ability to scale to petabytes** on industry-standard x86 compute hardware

Increase time to value and preserve core intellectual property

Content represents the core intellectual property of a media company; preservation and activation of these valuable assets is crucial to the business. To meet this need, Cisco and Scality have partnered to deliver an LTO-to-object storage solution that enables media companies to:

- Retrieve instantaneously archived assets with no manual intervention required
- Preserve intellectual property with fourteen 9s of durability and 100% availability SLAs
- Reduce TCO by avoiding archived tape solutions, which are expensive to run and maintain
- Enable search through metadata tags to accelerate locating content of interest

Unlike LTO solutions, the Cisco and Scality solution provides a high-availability, lower TCO solution that makes content available on demand to enable media companies to seize immediate market opportunities.

Whether on or off premises with managed service providers or in hybrid cloud architectures, this solution has the flexibility to integrate with media asset management (MAM) systems that broadcasters need. When deployed in a private cloud, the solution provides the additional layer of security and privacy not available on shared, public cloud infrastructure. This digital storage option also offers a lower TCO and minimizes the risk of storing valuable assets on a public cloud.

Program details

- Three quick-start bundles: 500TB, 1PB and 3PB usable
- Bundles include Scality licenses, Cisco UCS® x86 hardware, and joint support
- Available for single and multisite deployments
- Ready to integrate with an ecosystem of MAM vendors
- Flexible payment and pay-as-you-grow options available
- Expedited solution delivery options available

These quick start-bundles provide entry-level solutions that enable companies to digitize their compelling, mission-critical content.



Start monetizing your assets today

Do you have valuable assets languishing on tape? Are you missing business opportunities when your assets can't be leveraged on demand? Do you need guidance on getting the benefits of object store technologies? Contact Cisco [for more information](#).