

Optimizing Media Workflows with Hybrid Storage Infrastructure

At the core of professional video production is a shared storage system. These systems contain the raw footage, dialogue, sound, graphics and special effects of a production that eventually are crafted into a finished product for broadcasting, theatrical presentation and other viewing. High-performance shared storage like SNS EVO gives video teams the power to work collaboratively, allowing artists to retrieve, edit, and save media assets from a centralized server environment at speed and without interrupting one another's work.

Shared storage systems represent prime real estate housing highly valuable media assets. To safeguard these systems and keep productions running at top efficiency, it is best to pair shared storage with a fast and economical cloud storage service for cost savings, backup protection and improved remote accessibility.

Wasabi Hot Cloud Storage Delivers Breakthrough Economics and Performance

Wasabi is a universal, one-size-fits-all cloud object storage service that eliminates the complexity and expense of other cloud storage services. Wasabi offers a single tier of high-performance storage that is 80% less costly than Amazon's S3 service and does not include any of the costly and unpredictable fees for data egress, API calls and other data management actions. Wasabi is engineered for extreme data integrity and security providing eleven 9s of object durability. Wasabi also supports configurable data immutability to protect against any accidental data deletions or malicious attacks against stored assets. A parallelized system architecture delivers superior read/write performance, so users can rapidly move media files in and out of Wasabi.

SNS EVO Powers Media Production Workflows

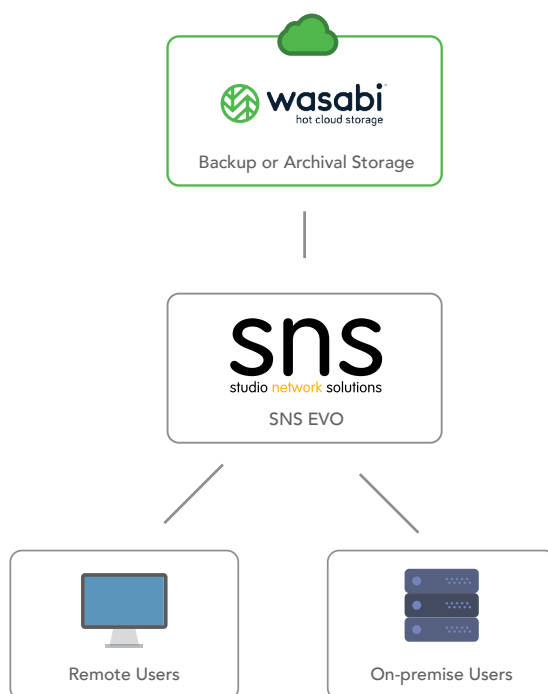
EVO from Studio Network Solutions is a complete, networked, high-performance shared storage system (NAS + SAN) designed specifically for video/film/TV, graphics, VFX, animation, audio, and broadcast production environments. EVO storage arrays are capable of handling the most demanding workflows including 4K UHD, 8K UHD, and more. With built-in media asset management, project locking, automatic backups, and integrated workflow tools for creative media teams, EVO combines unmatched functionality, performance, and connectivity—making it the perfect shared storage system for any production or post-production workflow. EVO gives artists instantaneous access to clips, audio, and other project materials to assemble rough cuts to finished products, and allows video teams to work on the same projects collaboratively, creating seamless workflows that increase productivity and creative output.

KEY FEATURES

- Compatible with Avid Media Composer, Adobe Premiere Pro, DaVinci Resolve, Final Cut Pro, NewTek, Ross Video, and Edius workflows
- Instantly access large media library
- "Immutable" bucket options
- Redundant, off-premise storage

BENEFITS

- Enables remote collaboration
- Gives producers instant access to content they need
- Slash cloud storage cost and complexity



Hybrid Storage for Media Operations

Wasabi is a perfect complement to high-performance EVO shared storage. While EVO powers the creative workflow, Wasabi provides a cost-effective, “warm” tier of storage that serves many purposes.

- Wasabi can serve as a cloud nearline or off-premise tier of storage offloading primary EVO storage once rough cuts are complete.
- Wasabi provides a fully redundant, off-premise backup for everything from raw camera files to finished work to protect projects from any catastrophic failures or disasters.
- Wasabi enables remote accessibility to content from virtually any location
- Wasabi serves as an ideal environment for long-term archival storage of finished work and media assets with a lower TCO than LTO tape when one considers all the overhead costs associated with operating and maintaining tape libraries.

In all cases, all content stored on Wasabi is immediately accessible and customers don’t incur any extra charges to retrieve their media, unlike other cloud storage solutions.

In media production, success is often measured by staying within schedules and budgets. By combining high-performance EVO shared storage with Wasabi cloud storage, media producers can strike the right balance between which content to keep local and which to store in the cloud to reduce cost, protect their business, and improve accessibility to media assets to get more products to market faster.

ABOUT WASABI

Wasabi provides simple, predictable and affordable hot cloud storage for businesses all over the world. It enables organizations to store and instantly access an infinite amount of data at 1/5th the price of the competition with no complex tiers or unpredictable egress fees. Trusted by customers worldwide, Wasabi has been recognized as one of technology’s fastest growing and most visionary companies. Created by Carbonite co-founders and cloud storage pioneers David Friend and Jeff Flowers, Wasabi has secured \$110 million in funding to date and is a privately held company based in Boston.

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