

Marquis-Wasabi solution for Tape to Cloud Migration

Intro: LTO archival solutions are too slow/expensive for the digital era

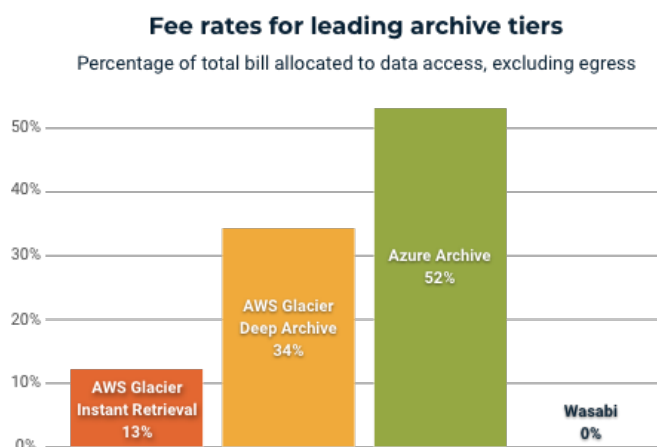
For the past twenty years, LTO tapes have served as the medium of choice for the long-term storage of digital assets produced by film studios, broadcasters and production companies. The low cost of tape cartridges combined with their generous storage capacity and thirty-year shelf life led the Media & Entertainment industry to archive over an exabyte of data on LTO tape. But legacy LTO tape systems are notoriously slow, unreliable and costly. Infrastructure, human capital, and frequent system and media upgrades can quickly add up. Coupled with the growing demand for remote access to content following the work-from-home boom, LTO tape has seen a dramatic decline in usage in the media entertainment industry.

Wasabi has partnered with Marquis to help media entertainment companies reduce archival cost and complexity, retire outdated LTO tape libraries, and accelerate the pace of business. Wasabi hot cloud storage is incredibly affordable and fast cloud object storage for any purpose, and Marquis Medway is a fast, reliable and cost-effective media and metadata workflow automation platform. The integrated solution lets you move legacy LTO tape libraries to the cloud quickly, securely and cost-effectively, providing a fast, affordable and dependable repository for all your digital assets.

First-generation storage clouds are costly, slow and complicated

Cloud storage services have emerged as a flexible alternative to LTO tape for video and data archiving. They offer infinite scalability, high reliability and pay-as-you-go pricing models. But first-generation cloud archival storage services like AWS Glacier are still inherently expensive, slow and complicated. Glacier's low storage costs may seem attractive at first blush, but factoring in the additional data retrieval and data transfer fees imposed by AWS, Glacier's total cost of ownership (TCO) can easily exceed that of a traditional tape-based approach. And to make matters worse, retrieving data from Glacier can take many hours or days, even on Glacier's "warmer" tiers like Instant Access and Flexible Retrieval. Worse still, Glacier pricing is complex and difficult to forecast.

The chart below shows just how severe these unexpected fees can be on a storage bill. The data shown describes the percentage of one's total storage bill that is attributed to access fees. These API operations are necessary for calling up data in the cloud, essential in an active archive scenario where data is accessed regularly. Note that the calculations do not include egress, the movement of data out of the cloud entirely.



Note: calculations based on 500TB/year total storage volume, 6MB average object size 20% data access/retrieval/restore rate

Marquis Medway as a tape-to-cloud migration tool

Marquis is a specialist in production workflows and media movement. Marquis Medway is powerful software that automates many media processing tasks and enables media migration between a range of production systems including MAM/PAM/DAM systems, edit platforms, live video servers and a variety of storage environments. The product ensures that media and metadata are properly collected at the source system and arrive at the target system in exactly the right format with all involved systems properly updated.

Marquis Medway connects to on-premise and cloud storage and integrates with legacy tape libraries and their associated middleware, such as SGL FlashNet and Oracle DIVArchive. The software is able to trigger various actions within the tape library middleware and serves as an intelligent tape-to-cloud migration manager. The product integrates with Wasabi via a standard S3 interface and performs the essential translation of content files and metadata on tape to Wasabi cloud object storage. With Marquis, a tape-to-cloud migration runs seamlessly as a background rules-based process that is transparent to daily media operations. Newly generated content can be automatically re-directed to the Wasabi cloud archive to reduce traffic within the legacy library and freeing up valuable capacity.

Wasabi hot cloud storage: a fast, simple and economical alternative

Wasabi hot cloud storage is incredibly affordable, simple and fast cloud object storage for any purpose. With Wasabi there are no confusing storage tiers to decipher and no complicated fee structures to decode. One product, with predictable and straightforward pricing, supports virtually every cloud storage use case application including long-term data retention. Wasabi is the only cloud storage service that meets all the archival needs of the Media and Entertainment industry. At one fifth of 1/5 the price of the competition with no additional fees for data egress or API calls, Wasabi's low cost per-TB and predictable pricing make it ideal for active archiving.

Engineered for extreme data integrity and security, Wasabi provides eleven 9s of object durability and supports configurable data immutability to protect against accidental deletions and malicious ransomware attacks. A highly parallelized system architecture lets you efficiently move large datasets in and out of the cloud, with speeds faster than the competition.

Archiving to Wasabi without sacrificing accessibility

Wasabi eliminates the capacity constraints of conventional on-premises storage arrays, allowing you to retain months or even years of archival data for a fraction of the cost of alternative solutions. Wasabi's industry-leading performance, with significantly faster read/write and time-to-first-byte speeds, enables rapid rehydration of archived material. And unlike other public cloud services, Wasabi's lack of egress fees allow access to data at no additional charge. Marquis Medway seamlessly meshes with your existing workflows and integrates advanced metadata processing and exchange between systems. The joint Marquis-Wasabi solution is ideal for organizations looking to begin their journey to the cloud with an archival solution that's both lower cost and more flexible than first generation cloud storage.

