Smart Media Asset Management with Iconik and Wasabi

As creative teams become more distributed and content libraries expand, traditional Media Asset Management (MAM) systems struggle to keep pace. Iconik solves that challenge with a cloud-native platform designed for hybrid workflows that connect on-prem and cloud storage, making content searchable and accessible with appropriate permissions from any location.

By combining Iconik's AI-powered search and collaborative review tools with Wasabi's high-performance, cost-predictable cloud storage, organizations can find any asset in seconds, share for review and approval, and playback media from anywhere without download fees. This joint solution helps organizations unify storage environments, accelerate collaboration, and reduce costs—turning archived media into an active, revenue-ready library.

Why Iconik and Wasabi are better together

Iconik and Wasabi offer a cloud-based media management solution that provides organizations with full control over their content, eliminating the trade-offs associated with traditional cloud environments. The combined platform enables seamless connection, search, and collaboration while keeping costs predictable.

With Wasabi's high-performance, single-tier hot cloud storage as the foundation, teams can access and manage media instantly without worrying about retrieval delays, egress or API call fees, or complex tiering.

When media assets stored in Wasabi are enriched with Iconik's AI-driven tagging, transcription, and metadata extraction, you can quickly find and repurpose archived content. Iconik's collaborative review tools, automation engine, and integrations with Adobe Premiere Pro, Final Cut Pro, and DaVinci Resolve allow teams to work more efficiently with their media.

Features

- Search, access, and recover files from anywhere, whether it's on-prem or in the cloud

- Automatically tag, transcribe, and enrich media with AI to make content easier to find and reuse

- Use media workflow tools to build custom actions, automations, and integrations

- Simplify costs, with a single tier of highly available, cloud storage without fees for egress or API calls

- Keep valuable content protected and compliant with built-in security and immutability features

Benefits

- Incredibly easy to set up, with organizations seeing value within the first week

- Predictably priced cloud storage ensures uninterrupted content access without additional fees

- AI-enhanced searchability and rapid file access transform media archives from cost centers into revenue generators

- Non-linear editor (NLE) and open API provide seamless integration into existing workflows and projects

- Supports collaboration for distributed teams without performance trade-offs

Combined with Wasabi's flat-rate pricing, scalability, and ransomware protection, organizations collaborate globally, automate routine workflows, and make growing media archives immediately accessible for new projects.

Wasabi and Iconik together deliver:

Cost predictability and performance

- Wasabi's flat-rate pricing eliminates surprise egress and API fees while cutting costs by up to 80% compared to major cloud providers.
- All data stays instantly available in single-tier hot storage that easily scales with your business.
- Iconik's smart tiering helps manage on-prem and cloud environments to optimize budgets while keeping archived content ready to use at a moment's notice.

Workflow efficiency

- AI-powered search in Iconik makes finding and reusing assets fast and intuitive.
- Easily integrate with Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve, and custom-built applications.
- Collaborate seamlessly from anywhere with internal and external stakeholders with reliable, high-speed access to media.

Enterprise security and reliability

- Wasabi protects content with 99.999999999% object durability, immutability, and built-in ransomware defense.
- Meets compliance requirements with SOC-2 and ISO 27001 certifications for enterprise-grade data security.
- Standard S3 compatibility ensures easy integration and instant access for uninterrupted workflows.

wasabi
hot cloud storage

www.wasabi.com

1-844-WASABI-1
info@wasabi.com