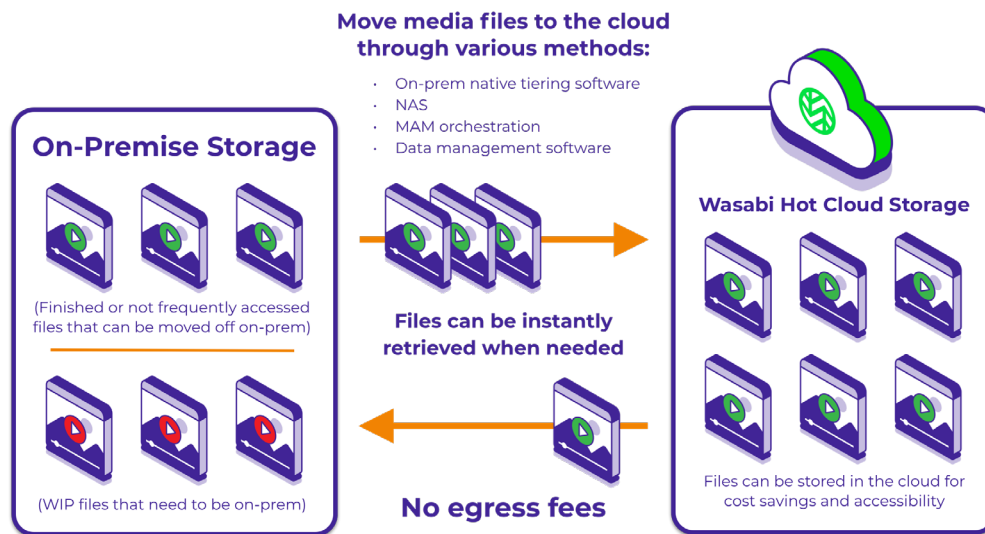# Wasabi for Cloud Tiering Media Assets

Leveraging single-tier environments to optimize media workflows

Media & Entertainment companies are increasingly leveraging cloud tiering to optimize media workflows. By organizing data between traditional on-prem solutions and cloud storage, media companies can achieve significant cost savings while ensuring efficient access to their content. This approach allows for scalable, secure, and cost-effective solutions to support explosive media growth from the increased adoption of video and streaming services.

However, 51% of cloud budgets today are allocated to storage fees like retrieval, transfer, egress, and more. Complex storage tiering becomes challenging as vast amounts of data make it difficult for production companies to know where the continually increasing data should be stored or how often they need to access it. Maintaining high-performance access to critical data requires careful planning and a robust infrastructure.

Wasabi empowers media organizations and optimizes media workflows by providing simple, affordable, and predictable cloud storage.

Key Features

› Centrally managed client console

› Instantly provisioned cloud storage

› Predictable costs with no egress or API fees

› Fast, reliable, and efficient backup & recovery

› S3 compatible for seamless integration and automation

› Simple, single-tier cloud storage

Move media files to the cloud through various methods:
- On-prem native tiering software
- NAS
- MAM orchestration
- Data management software

On-Premise Storage

(Finished or not frequently accessed files that can be moved off on-prem)

(WIP files that need to be on-prem)

Files can be instantly retrieved when needed

No egress fees

Wasabi Hot Cloud Storage

Files can be stored in the cloud for cost savings and accessibility

Key Benefits

› Accurately forecast production budgets by moving large data sets into the cloud

› Bottomless cloud storage to support increased cloud storage capacity needs

› Reclaim on-premises storage space for intensive workflow on projects

› Protect your IP from loss or corruption with immutable object storage

› Easily access archived content for re-use, remastering, or repurposing without egress or API fees › Optical character recognition

› Test your media backups and restores regularly without penalty of egress fees

Performance Ready

Large amounts of data are generated daily, from high-definition video production to complex rendering tasks. Wasabi's single-tier platform enables production and post-production workflows to automatically move less frequently accessed data or finished content off high-performing servers. With no hidden fees for accessing or storing content, media companies can focus on creating content for distribution while accurately forecasting their budget.

Back-up and Recovery

In the event of data loss or corruption, Wasabi allows for swift recovery, minimizing downtime and ensuring continuity in production workflows. Protecting IP from possible malware or ransomware attacks is critical. Wasabi partners with media backup and archiving software providers to effortlessly backup workflow environments and content. Critical media assets from production and editing environments are stored in immutable object storage.

Media Backup Partners

marquis   ARCHIWARE   ATEMPO

MAM Driven

Wasabi seamlessly integrates with media asset management systems (MAM) to easily view content and enable workflow orchestration. Through many media asset management platforms, content owners can easily move files to and from on-premises and cloud storage. By utilizing a MAM, it is even easier to execute and automate cloud tiering strategies.

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For more information, visit:
wasabi.com/solutions/media-workflows

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