

# Smart Media Management with iconik and Wasabi



## What is iconik?

Companies in every industry are embracing the power of video to tell their story. But as teams go global, the need for efficient and agile Media Asset Management (MAM) solutions has never been greater. Enter iconik, a cloudbased MAM built for the modern, distributed workforce.

When organizations use iconik, they can democratize their content among their people. While iconik handles data in the cloud, the original files can be stored anywhere. To keep processes running quickly, iconik creates proxies to keep assets indexed and available for preview. That means no matter where they're working from, what storage their content is on, and what task they need to do, everybody in an organization can grab what they need to tell a unified story and create compelling content. Iconik allows users to:

- Bridge on-premise and cloud storage in one accessible interface.
- Maximize ROI on media by increasing its visibility and searchability wherever it is stored.
- Customize metadata schemas and use AI for intelligent tagging.
- Create custom views so users only see the data relevant to them.
- Run collaborative review and approval workflows on media.
- Keep content secure with 100% control over user rights.

## Why iconik and Wasabi Are Better Together?

Iconik and Wasabi paired provide an integrated, scalable, and cost-effective cloud-based solution that seamlessly integrates with any media workflow. This combined offering enables organizations to manage and share assets, whether stored on Wasabi's cloud or elsewhere. Leveraging Wasabi's lowcost storage—80% less expensive than the competition—organizations can store more data than ever. With the ability to store more videos in their library, organizations will have more freedom to create the content they want and greater flexibility when crafting a message.

Wasabi also enables iconik users to utilize their content freely without incurring any additional charges like API or egress fees. This empowers users to maximize the potential of their content without the uncertainty of fluctuating storage costs.

## Features

- › Super-charged search and recovery tools. Access media wherever you are, regardless of on-prem or the cloud
- › Custom metadata-powered organization
- › Use AI to auto-tag or transcribe media content
- › Leverage the Adobe panel to find and add iconik media to Adobe projects
- › Create custom actions and connect 3rd party cloud services with an open API

## Benefits

- › Incredibly easy to set up – get going and scale your media management with ease.
- › Predictably priced storage ensures uninterrupted content access without additional fees
- › AI-enhanced searchability makes it easy to enrich your content.
- › Increased media visibility encourages creative collaboration across departments and distances.
- › Start small, think big, scale fast: iconik's robust infrastructure empowers users to scale, automate, and integrate into their production landscape.

## Wasabi Hot Cloud Storage Delivers Breakthrough Economics and Performance

Wasabi is the hot cloud storage company delivering low-cost, fast, and reliable cloud storage on-demand. Wasabi's solution is 80% less expensive and is faster than first-generation cloud vendors. Wasabi hot cloud storage is designed with eleven nines (99.999999999%) of object durability and data immutability that guarantees stored objects cannot be deleted or modified by anyone. Not only is Wasabi 80% less expensive to store data than traditional cloud providers, but there are also no fees for egress or API requests. Wasabi keeps all data "hot" so it can be accessed in milliseconds. All iconik and Wasabi customers can treat their data as hot data, so they can shorten upload windows and quickly access their data for faster restore times.

