



Nirvanix Enterprise Cloud Storage for Media & Entertainment

Create, Protect and Distribute Digital Assets Globally

The media & entertainment industry is now a digital business. Film, video, and music producers, television and radio broadcasters, magazine and book publishers, and advertising agencies create and distribute their new content digitally and are digitizing existing content. The resulting rapid growth, estimated at 50% per year, in very large media files—digital images, 3D movies, HD video and audio, dailies, 2K, 4K, 8K/IMAX files, CGI elements—is such that by 2015 there will be 8,000 exabytes of digital data—90% of it unstructured.

Storing, sharing, backing up, archiving and distributing petabytes of digital files using conventional storage systems is neither financially viable nor sufficiently agile to provide the competitive advantage that fast-moving media & entertainment companies need. Faced with the increasingly costly purchase/upgrade cycle of storage systems and tape silos and staff to manage them, plus rising space, cooling, and power expenses, media & entertainment companies are quickly shifting to the cloud and leveraging the power of consumption economics and elastic flexibility.

Nirvanix Enterprise-Class Cloud Storage: Seamless Content Creation, Protection and Distribution

With superior economics and on-demand flexibility, cloud storage offers an attractive alternative to conventional storage systems and tape silos. Nirvanix, the leader in enterprise cloud storage services, delivers its battle-hardened, second generation of innovative technology, enabling media & entertainment companies to immediately start taking advantage of:

- Global Network and Cloud File System with a true global namespace that enables file access, sharing, distribution and collaborative workflows anywhere in the world.
- Data Consistency: the only consistent storage on the Internet. Any changes made to a file in the cloud are reflected across the whole cloud everywhere around the world immediately, unlike other clouds which update file versions at some future point in time and have variable consistency windows.
- Unlimited File Sizes: any file, any size, uploaded anywhere.
- No excuses SLAs with up to five nines of data availability; offsite backup and policy-based redundancy.
- Multi-level military-grade security—protect files against unauthorized copying and piracy
- A “pay on image ingest” model; one flat monthly rate for unlimited uploads and downloads of any size files, bandwidth and replication—no maintenance fees; No tech refresh fees; no more data migrations.
- Usage-based pricing—Lower CapEx from day one.
- Elastic, on-demand storage: expand or shrink storage pool as required—no physical storage systems to buy and manage; no idle storage.

Over 1,200 global customers from SMBs to Fortune 500 companies, including many media & entertaining organizations, are already enjoying these benefits with Nirvanix. For industry and application-specific ease-of-use, the Nirvanix Cloud Storage Network™ is integrated with leading digital media archive solutions such as Atempo's Digital Archive and Front Porch Digital's DIVA Solutions archiving and distribution software.

For media & entertainment companies, content—now all digital—is the primary asset for generating revenue streams. Protecting this potentially irreplaceable content against both data loss and unauthorized access is paramount. Nirvanix cloud storage provides extremely scalable, highly secure, long-term archives and policy-based replication to copy content automatically to one or more geographically-dispersed storage nodes. The Nirvanix Cloud Storage Network is also a multi-purpose platform for content creation, production and distribution. Its global network and true global namespace, capable of handling millions of users, billions of files and exabytes of data enable media & entertainment companies to use the best talent wherever it's located and leverage the Nirvanix cloud to support collaborative workflows among creation, production, and distribution groups flexibly, quickly and securely.

“The Cloud Storage Network that Nirvanix provides can be used for content access by authenticated parties from anywhere in the world. This allows working on and repurposing these assets for various workflow activities or for local distribution.”

- Tom Coughlin

Coughlin
Associates

“Nirvanix is the King of the cloud storage space... this makes Nirvanix's lead in the market even bigger than before. I would estimate it puts them 18+ months ahead of their competition.”

- Arun Taneja

TANEJA GROUP
TECHNOLOGY ANALYSTS

Cloud Deployment Options

Nirvanix is the only company that offers public, hybrid and private cloud storage deployment options under its CloudComplete™ portfolio to meet media & entertainment companies' needs — with usage-based pricing for all options.



Public Cloud Storage

Nirvanix's public cloud, the Cloud Storage Network™, delivers battle-hardened, proven second generation technology, enabling media & entertainment companies to handle the proliferation of very large unstructured files, preserve digital assets through backup, archive and replication while protecting against unauthorized access and piracy. With ease-of-access and globally distributed nodes, the Nirvanix public cloud provides the optimal solution for media & entertainment companies looking to reduce CapEx through usage-based pricing and benefit from the elasticity that on-demand storage provides.



Hybrid Cloud Storage

Media & entertainment companies may choose a hybrid cloud storage configuration which enables them to keep some of their digital files onsite for extra security and move data to the Nirvanix Cloud Storage Network for increased bandwidth, additional archiving capacity, replication or for optimizing workflows. Hybrid Cloud Storage is also ideal during peak business hours or unexpected surges as it facilitates cloudbursting — the ability to access additional resources on-demand.



Private Cloud Storage

Nirvanix Private Cloud Storage is designed to enable security conscious media & entertainment companies to store data within their own facility. This solution is a local instantiation of a cloud storage node in an organization's data center premises, fully managed by Nirvanix. Additional nodes can be added in any other of the company's data center locations all federated under a single namespace.

A True Enterprise-Class Cloud Storage Experience

Nirvanix provides an enterprise-class cloud storage experience that media & entertainment companies require, featuring:

The Highest Security Levels

Since illegal copies have a significant impact on revenues, unauthorized access and content piracy are major concerns for media & entertainment companies. Nirvanix implements unparalleled security safeguards and processes at the user, data storage and physical data center levels. These include secure AES 256-bit encryption for files in transit or at rest; robust password-controlled access using token-based authentication with server-side session management; SSL for data transfer; and Tier III data center facilities with biometric secured access and SAS 70 Type II certification. Further, Nirvanix invites organizations to audit its data centers and provides a choice of where to store their data.

Infinite Scalability

The Nirvanix Cloud File System™ was designed from the ground up to accommodate massive unstructured content files, such as 3D movies, HD video and audio, 2K, 4K, 8K/IMAX files and CGI elements, and present petabytes of pooled storage as one large global namespace, accessible from any location. It's specifically designed to handle millions of users and billions of objects — more than enough to store 200 million images, while supporting data ingest rates of up to 10 terabytes per day and over 100 terabytes per month, per customer. Media & entertainment companies can start with as little as one gigabyte and expand that into petabytes or exabytes when business needs require, such as in producing a major movie, continuing to grow their global namespace. Nirvanix simply adds more storage across the node grid to accommodate the growth.

Highest Data Availability and Integrity

Nirvanix offers guaranteed quality-of-service levels, not best efforts, to meet media & entertainment companies' data availability and disaster recovery needs with offsite data protection, policy-based geo-replication, and data integrity checking. Using Nirvanix's policy-based data replication,

guaranteed SLA ranges from the standard 99.9% for one copy, to 99.99% for two copies or 99.999% for 3 or more copies, ensuring that files are always immediately available without painful fail-over scenarios.

Global Coverage

The Nirvanix Cloud Storage Network™ consists of eight globally-dispersed storage nodes strategically located to optimize access and maximize data availability — U.S.: California (2), Texas, New Jersey; Germany; Switzerland (2) and Japan. Media & entertainment companies can move data from one node to another to enhance performance, facilitate collaborative workflows among geographically dispersed users and groups, or duplicate data to ensure availability and recovery in the event of a disaster. The nodes are accessible via a single namespace, which means writing to one location and having access to any one or all of the nodes.

24x7 Service and Support

Nirvanix provides media & entertainment companies with enterprise-class service and support — from initial contact through Nirvanix cloud storage service integration and to post-implementation support. To ensure the highest levels of performance and protection, the Nirvanix Network Operation Control staff monitor all cloud deployments 24x7 and regularly test them.

Choice of Access Methods: One Click to the Cloud

Nirvanix cloud storage is accessible through the standards-based Nirvanix Web Services API, the Nirvanix Management Portal or the Nirvanix CloudNAS® Gateway which supports standard CIFS, NFS and FTP protocols. Nirvanix cloud services are also fully integrated with the leading digital media archive solutions such as Atempo's Digital Archive and Front Porch Digital's DIVA Solutions archiving and distribution software, as well as Panzura, Riverbed Technology, CommVault and Symantec.

The Time to Move to Nirvanix Cloud Storage Is Now

Driving to create the next blockbuster or visual effects breakthrough, media & entertainment companies no longer need to expend resources storing and managing their exploding digital media libraries. They can instead focus on the quality of their products. The superior economics and flexibility of cloud storage are driving widespread adoption, with the potential for permanently altering the way media & entertainment companies purchase storage and manage their valuable business data.

The Nirvanix CloudComplete portfolio of cloud storage solutions is enterprise-ready now. Visit www.nirvanix.com, call 619.764.5650 x330, or e-mail: info@nirvanix.com to get started.



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