

# Dell EMC PowerScale for media and entertainment

## Essentials

### Simplify

- Manage media, not storage: Reduce management by leveraging IT infrastructure
- Grow your infrastructure concurrent with your business needs

### Look forward

- Enable new formats & delivery methods
- Unify targeted advertising & monetization of assets

### Be confident

- Zero downtime: The industry's most resilient storage solutions

### Do more

- Work concurrently: Deliver operational efficiency with greater speed and lower cost

## Change is driving opportunity

Today's media creation, management and delivery landscape continues to undergo rapid change. For post-production, visual effects, and animation companies the challenge of creating new higher definition content on shrinking budgets. For broadcast, pay TV, and content delivery providers there is the need to stay relevant with changing audience interests and viewing habits—while barriers to entry for new media companies continue to fall. But no matter how tough the competition, compelling content is still king.

From a technology perspective, the number one goal is supporting existing workflows and making them more efficient while enabling new business opportunities at the same time. Simplifying, streamlining and enabling collaboration within your workflows to support current operations, combined with the business agility to enable next-generation business requirements like cloud, mobile, social, and analytics, are keys to enabling your next market opportunity.

Dell Technologies believes the industry is all about creating and delivering great stories by simplifying the underlying technology for

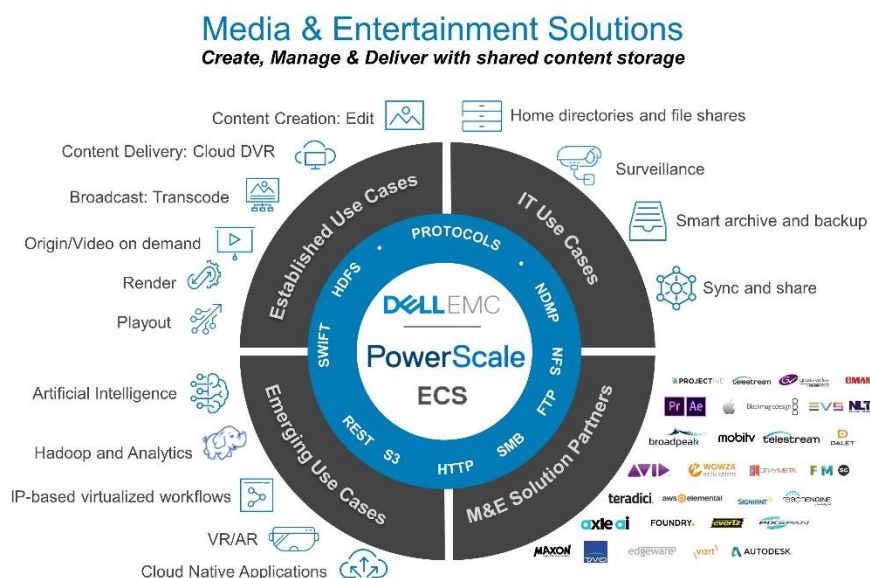
those who manage and use it. We continue to focus on delivering the industry's best balance of performance, scalability, and ease-of-use while minimizing costs over time. We've done this by challenging the status quo of how technology works—and deliver the right solutions for future-proof infrastructures.

## Streamlined workflows

Collaboration is at the core of media workflows. Centralizing assets into streamlined shared storage helps media organizations drive collaboration, accelerate production and reduced costs by eliminating separate “silos” of video assets. Centralized storage can help unlock collaborative tools and processes that allow artists, systems and broadcast engineers to leverage common stored assets whether on premises or in hybrid cloud workflows. Dell EMC PowerScale offers a consolidated, collaborative storage environment that enables concurrent, real-time collaboration with multi-protocol access, integration with key partner software and easy search across multiple storage methods.

Central shared storage with PowerScale simplifies workflows by offering a single namespace, eliminating proprietary silos of storage and reducing complexity. Every file in every project—from ingest and playout to long-term archive—can coexist effectively on the same file system as proxy media, mezzanine formats, and other assets. Plus, assets can be automatically migrated to the storage tier that best fits access requirements (including private or public cloud services), significantly reducing TCO.

In addition, media storage with PowerScale enables in-place analytics. In this new era of the connected consumer, broadcast, pay TV, and content delivery providers need a one-to-one relationship with the media consumer. To capitalize on this relationship, business-to-consumer analytics is critical. In-place analytics provides a wide range of benefits that can inform every aspect of content generation, packaging, and distribution.



## Spend less, deliver more

PowerScale's modularity and scalability allows for granular project-based provisioning—letting you buy what you need when you need it, instead of attempting to forecast—or worse, buy for—future storage requirements. There's no need to overprovision storage or have creative teams sitting idle when business grows beyond projections. Hundreds of terabytes or even petabytes of storage can be added within hours, with no downtime and no business disruption.

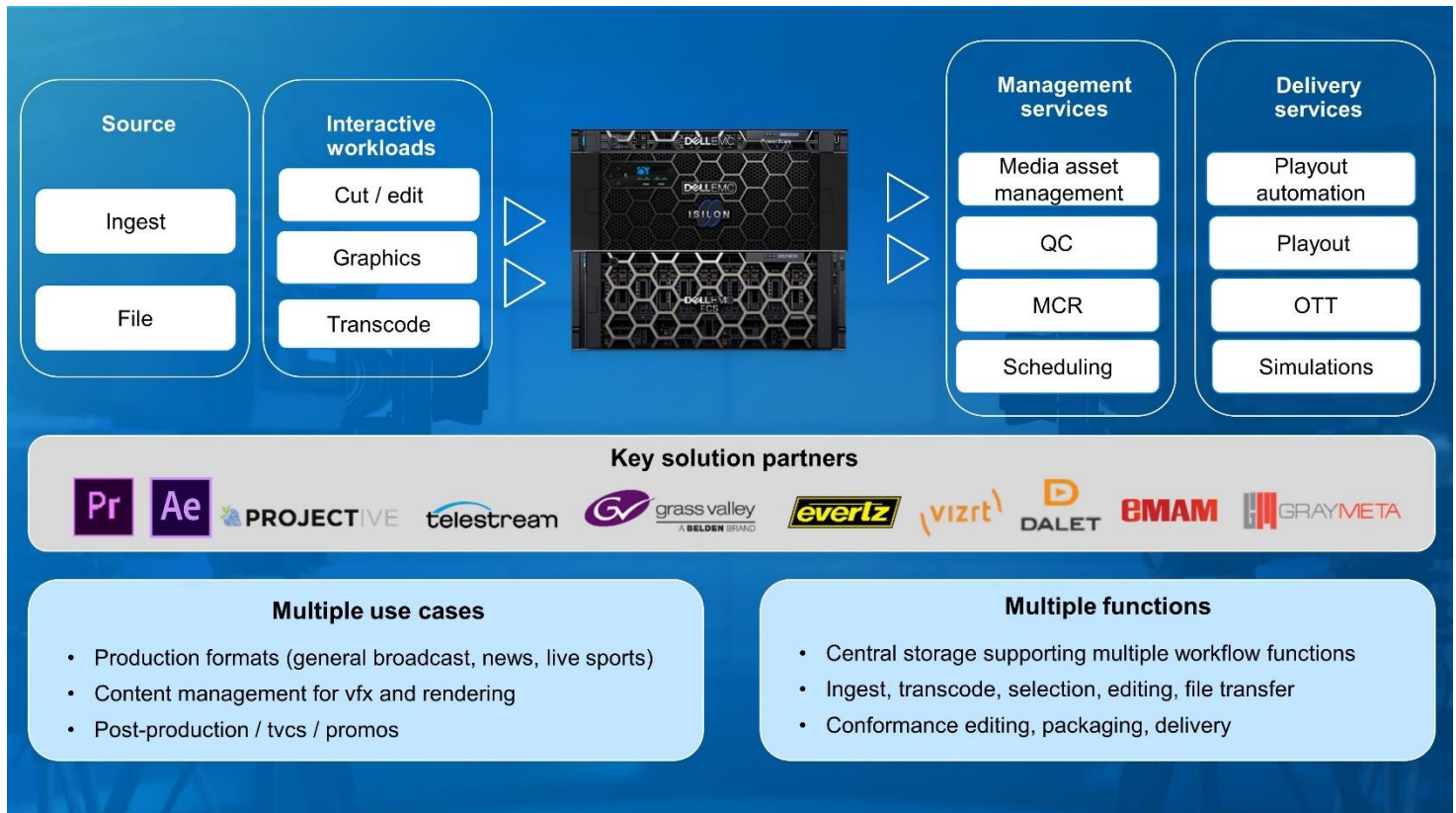
PowerScale is simple to install, manage, and scale, greatly reducing operating expenses. Unlike traditional enterprise storage, PowerScale stays simple no matter how much storage is added, how much performance is required, or how business needs change in the future. You can add performance and capacity with the push of a button and adapt to dynamic workflows quickly and easily.

*“Our international content workflow is now almost completely file based—access to content is streamlined for editing, compliance and desktop viewing. As a result, we’ve accelerated time-to-publication of new international content by 150%. By giving the channel teams more control over media content, Isilon has enabled us to execute on a completely new content publishing model in the broadcast industry.”*

Tim Bertoli  
Sr. Director, Media & Technology Infrastructure, Viacom

## Optimized data flow for broadcasting

Broadcasters today face competition from a range of alternate viewing and social media platforms. With the adoption of digital transmission systems has come the launch of multi-channel broadcasts and multi-platform delivery – using Over-the-top (OTT) for live / catch-up and binge-viewing. The need to ingest, preview, edit, process, and deliver media with fast turnaround in a highly automated and integrated digital workflow is essential. System failure cannot be tolerated, requiring parallel redundancy and DR solutions. Modern broadcasting solutions need a scale-out and highly efficient architecture.



As a leader in storage for the broadcast industry, Dell Technologies has over a decade of experience with media storage workflows, supporting hundreds of customers in countries around the world. We partner with leading media industry solution providers from ingest to playout to create end-to-end workflows for linear and on-demand multiplatform delivery of content.

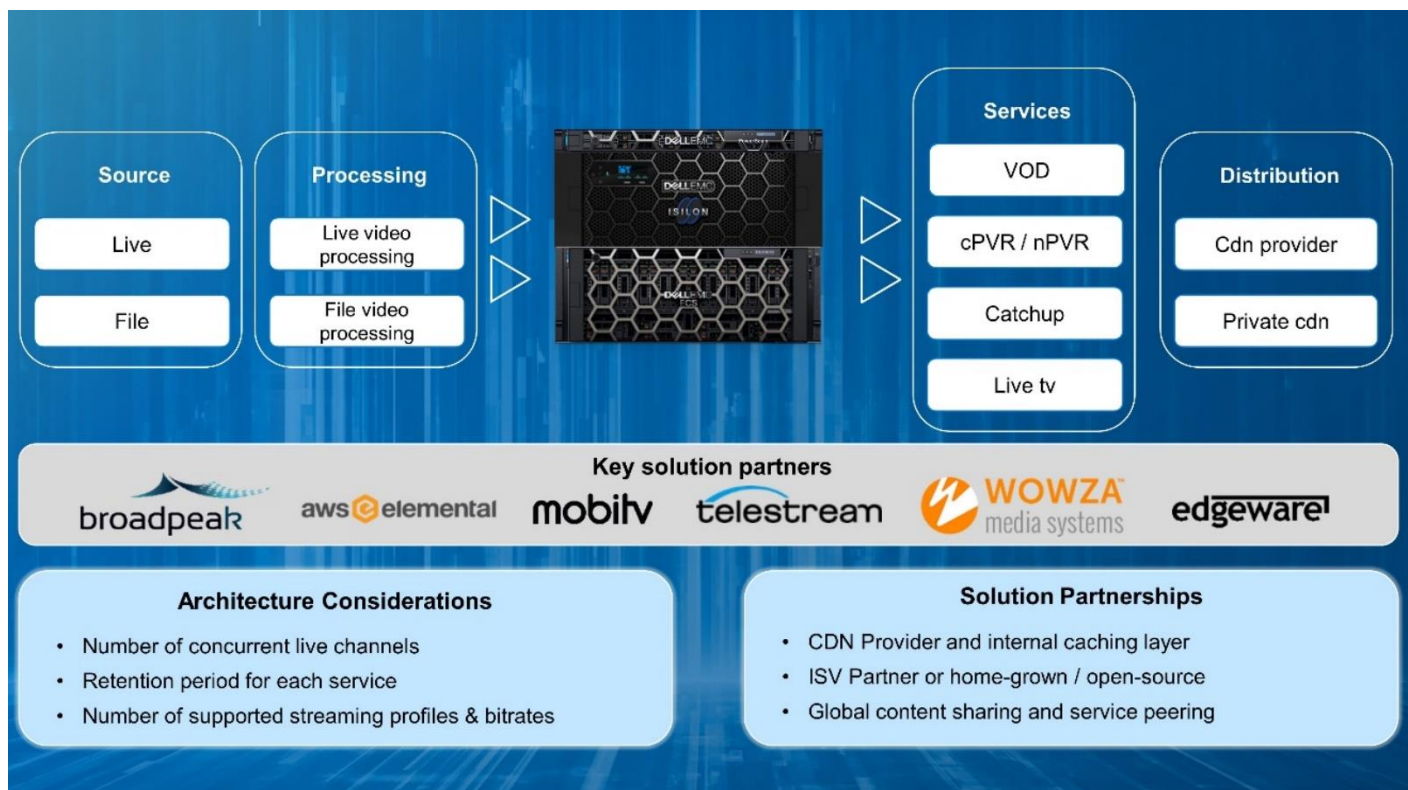
*"We need a storage solution that can reliably deliver unparalleled access to content for our broadcast team, both on-site in Beijing and at our multiple broadcast centers in the United States."*

Craig Iau  
VP of Technology, NBC Olympics

## Optimized data flow for content delivery

From traditional linear transmission to multiplatform delivery to connected devices such as smartphones, tablets, set top boxes, gaming consoles, and connected TVs, consumers have the flexibility to consume content wherever they have access. Due to the shift in consumer viewing habits to on-demand viewing and the rapidly growing associated market share opportunity, it's clear the demand for both linear and streaming video is a strategic, fast moving, and meaningful business opportunity.

Success competing in linear and on-demand markets often boils down to how you support your workflow speed, insight and agility. PowerScale provides a foundation for processing and delivery of content platforms utilized by leading content providers around the world. Today Dell Technologies storage solutions process and prepare millions of hours of content, that is consumed by billions of subscribers. Dell Technologies provides origin storage solutions serving audio and video content to over one billion subscribers worldwide in the cable, satellite, IPTV, OTT, mobile video, and streaming music industries.



*“Every now and then you run into a product that changes what’s possible. Isilon is one of those major advances that enables us to innovate faster and better and bring live video streaming closer to the quality of broadcast TV.”*

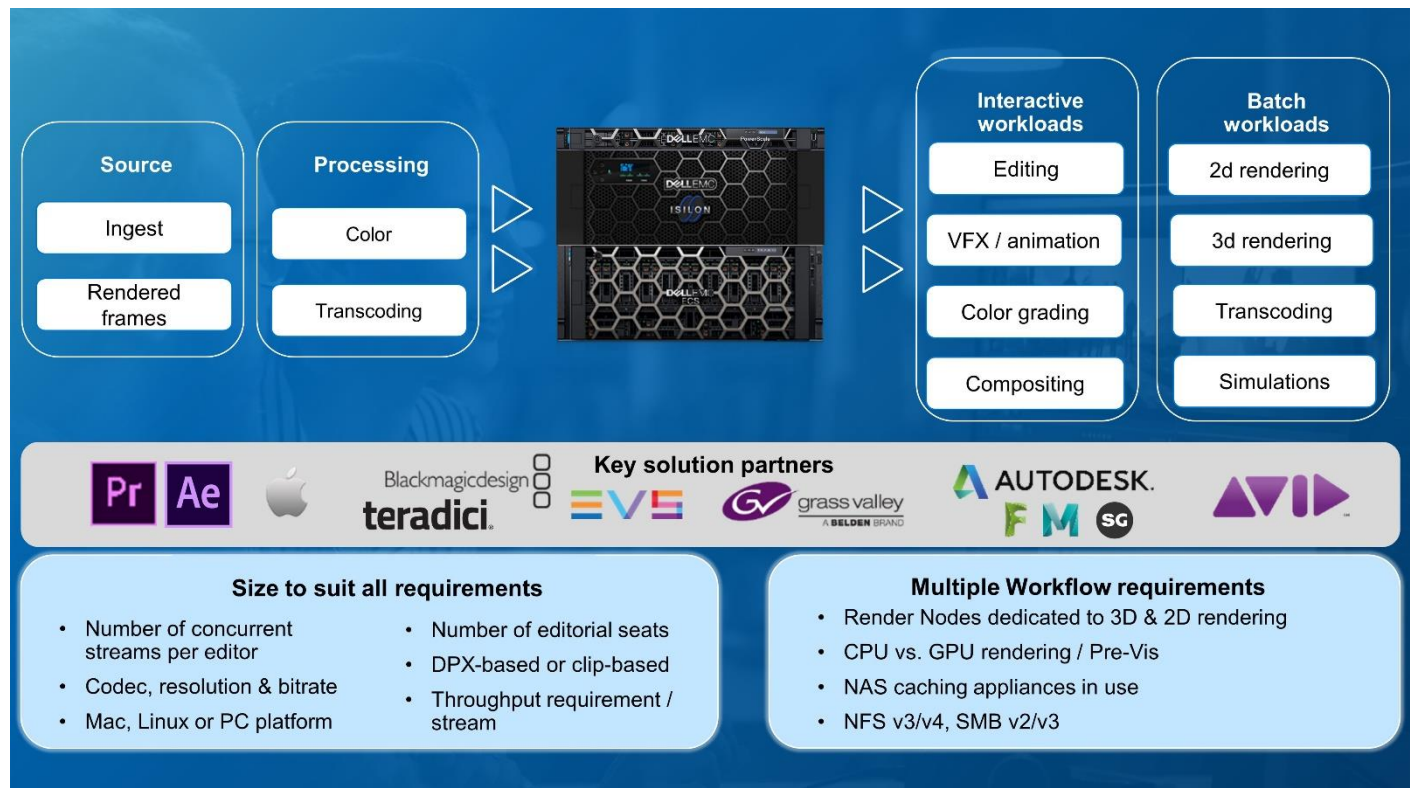
Joe Inzerillo  
SVP, Content Technology/CTO,  
Major League Baseball Advanced Media

## Optimized data flow for post-production

Media production companies, whether pre, post, or real-time content creators, are dealing with an explosion of data volumes. Higher quality imaging standards, evolving from HD, to 2K, then 4K/UHD, and now 6K/8K video resolutions are creating exponential growth in asset sizes and the associated complexity of the tools and techniques needed to effectively manage them. Rapidly changing business economics and timelines require consolidation of workflows, technology management simplification, and streamlining of the number of different technologies being deployed.

PowerScale gives post-production teams shared access to a high-performance storage platform, reducing collaboration friction and eliminating silos of content and processes while adding to artists' daily productivity. System Administrators and IT Management alike will benefit from PowerScale's ease of management, performance, data insights, granular scalability and M&E proven PowerScale OneFS enterprise features. Growing a single shared pool of data is literally as simple as pushing a button. PowerScale allows capital procurements to occur in small increments that track to actual business needs.

Dell Technologies' use of open and industry standard protocols and features enables better utilization of available desktop power, provides seamless access to data, and reduces time and energy spent on duplicating data. Plus, assets stored on a properly configured PowerScale cluster are heavily protected from hardware failures, natural disasters, and human-induced failures.



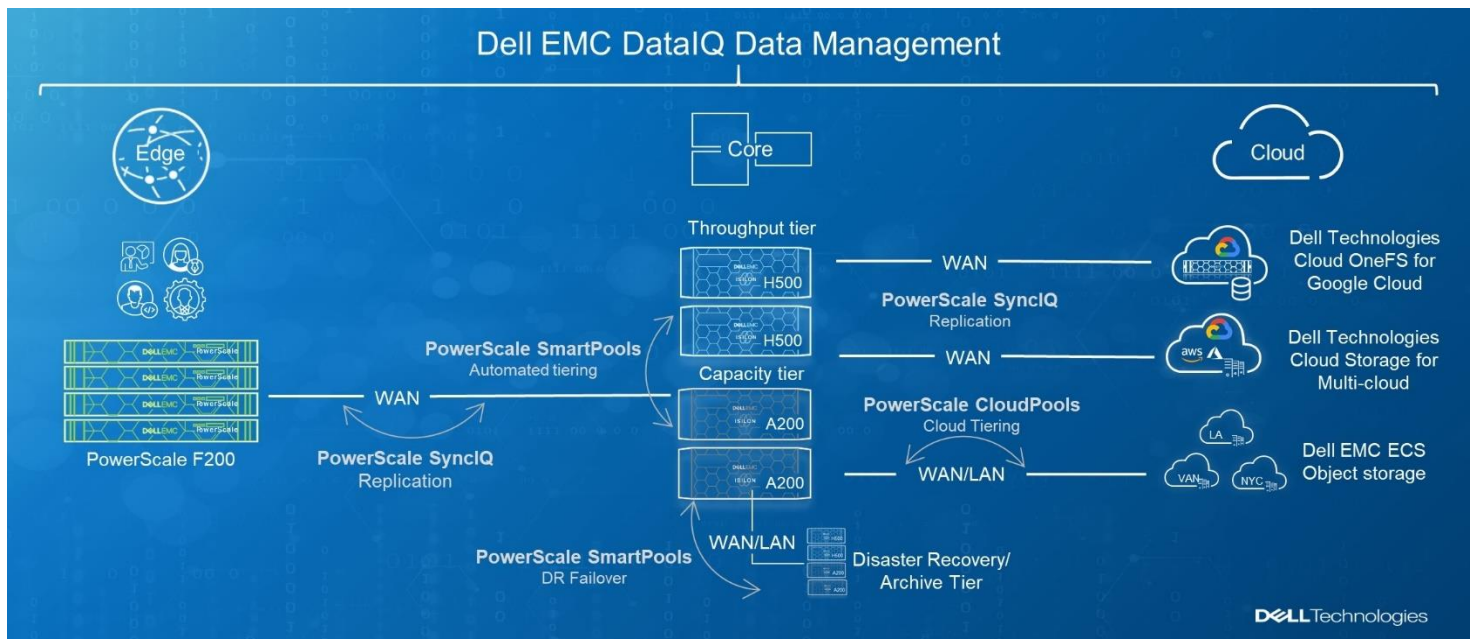
*"Our technology needs to be as powerful, reliable and efficient as we can make it if we are going to produce something beautiful. Isilon is certainly helping us achieve our creative goals."*

Alex Timbs  
Head of IT, Animal Logic

## Extending the value

The PowerScale shared storage platform goes beyond just providing powerful storage and offers integration with tools to simplify data management. Dell EMC DataIQ empowers organizations to discover, understand and act on unstructured data across heterogeneous storage systems and the cloud. With a unified file system view of PowerScale file-based storage, ECS object storage, third-party storage platforms and cloud, DataIQ delivers unique insights into data usage and storage capacity, while providing content owners with self-service capabilities to move data on demand.

DataIQ accelerates the journey of truly seamless hybrid cloud workflows where your content comes first, regardless of the platform or location of the data. This data first strategy is at the core of the on-premises to cloud based software defined journey for the Dell storage platform and provides a data-centric solution that allows media companies to quickly and seamlessly gain access to content, talent and cloud-based resources wherever great stories are captured, created and produced. In addition, as a data first storage solution, the solutions range from on-premise, to multi-cloud workflows which can substantially reduce costs and increasing agility between cloud providers. A data first workflow extends your collaboration across geographies, allowing remote production offices or “follow-the-sun” content creation and delivery.



## A foundation for future-proof media workflows

As the global leader in scale-out storage for the media industry, Dell Technologies delivers powerful, simple solutions that help organizations drive value into workflows and evolve to meet the demands of a changing industry. Unlike traditional enterprise storage, PowerScale eliminates silos of storage by enabling you to manage all workflows, all formats, and all content in one place whether using on-premises or cloud storage. You can add capacity with the push of a button, work concurrently on files without performance degradation, and easily manage content from a single storage pool to adapt to changing business needs quickly and easily. To reduce costs, PowerScale remains simple to manage no matter how large your asset repositories grow.

Dell Technologies products are designed to handle the intensive workflows and storage requirements of media and entertainment. We're challenging the status quo of storage for the media industry so our customers can focus on creating and delivering great stories.

## About Dell Technologies

Dell Technologies is a trusted leader in media and entertainment storage for content creators, broadcasters, and content delivery providers. Dell Technologies storage forms the foundation of a simple and future-proof infrastructure, giving you the agility to transform business operations, and the flexibility to adapt to new media workflows. Through innovative products and services, Dell Technologies accelerates creation and monetization of media, helping media professionals store, manage, protect, and analyze their most valuable digital media assets.

Build your story with Dell Technologies.



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