

# Workflow-Optimized Storage for Video and Image Application Data

Advanced solutions from Seagate and pixitmedia deliver scalable, high-performance production storage for demanding media workflows.

## Solution Summary

When combined with the pixstor® storage management platform from pixitmedia®, Seagate® solutions deliver high-performance cloud-enabled media production storage for demanding workflows. Media teams can leverage Lyve™ Mobile edge storage devices for high volumes of footage captured in the field and quickly transfer it to local storage for secure backup using Seagate Nytro® and Exos® storage systems. Finally, by uploading all video and image data to Lyve Cloud's highly scalable storage as a service, media teams can connect to pixitmedia's data management solutions and collaborate efficiently from wherever they are.

## Benefits Summary

- Scale video and image storage without limits
- Support high volumes of data with industry-leading performance
- Get workflow-optimized storage with predictable costs
- Eliminate data silos with cross-platform support
- Easily deploy and manage modular storage systems and solutions
- Be in full control of your data
- Protect data from unwanted modifications or attacks
- Maintain data security with default encryption at rest and in flight
- Empower streamlined remote collaboration

With increasing camera resolutions and smarter production and editing software, video and image application data continues to grow in size and complexity. Inefficient storage infrastructure is trapping this data in silos, hindering the use of innovative technologies that streamline production workflows and barring distributed media teams from efficient collaboration. To support more cost-effective data management and streamlined remote collaboration, these teams need a workflow-optimized storage solution for ever-growing stores of video and image data.

Media and entertainment has always been a competitive industry. But rising demand for quality content and better access to advanced software are forcing media and entertainment businesses to confront an urgent need for digital transformation. Factors such as higher camera resolutions and frequent use of production tools enabled by artificial intelligence (AI) are placing a much greater demand on existing storage infrastructure. Ever-growing volumes of video and image data are not only cost-prohibitive to store, but expensive and difficult to search, access, archive, and reuse—especially for distributed teams engaged in remote collaboration.

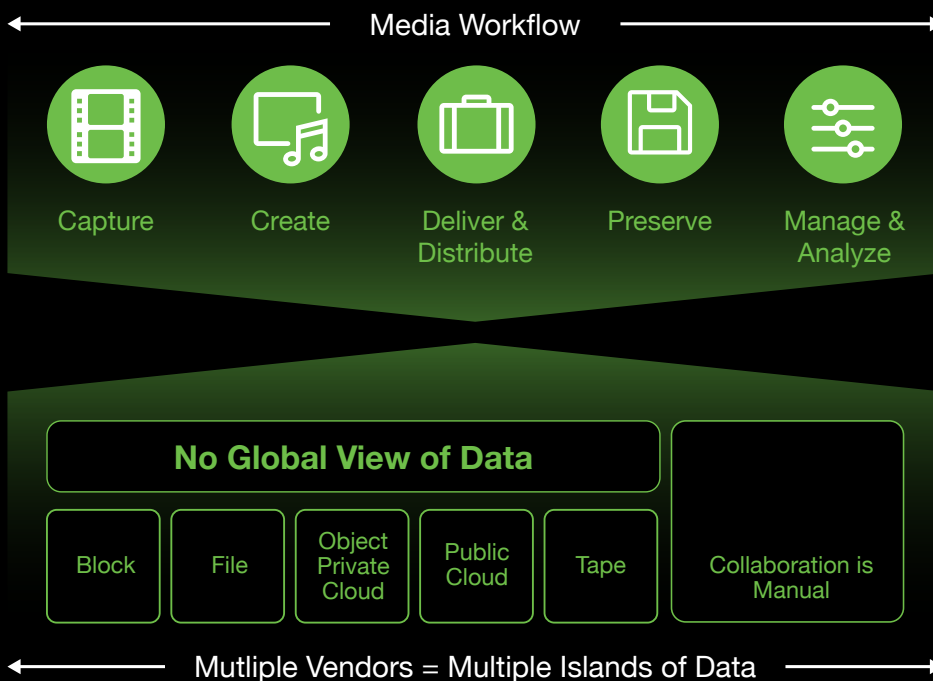
## The Challenge

Media and entertainment companies are under constant pressure to deliver higher quality content without increasing their budgets. To do so, they must unlock the value of their video and image data without overpaying for storage or discarding data they can't afford to keep. Most companies rely on old storage infrastructure to support content creation. These storage systems are closed off and difficult to access, trapping data in silos. With data scattered across multiple locations, growth is hampered, time and resources are wasted, and holistic insights are few and far between.

The reality is legacy storage infrastructure was not designed with today's creative workflows in mind. Content creators want to collaborate in real time from wherever they are, regardless of where their cocreators are. They want to be able to work with brilliant colleagues the world over while maintaining a single view of data. Additionally, they have greater access to AI-enabled creative tools now than ever before—and they want to use them. These developments are critical to a company's survival in the competitive landscape of media and entertainment. But current storage solutions are holding content teams back from a much needed digital transformation.

Most media and entertainment companies rely on a mix of on-premises and cloud solutions—each of which come with their own unique set of challenges and all of which are difficult to scale without incurring excessive costs. Public cloud, for example, introduces several operational, technical, and commercial complexities. Things like storage tiering and additional charges for egress and API calls result in a total cost of ownership (TCO) that cannot be clearly defined. Further, most cloud service providers lock customers into their ecosystems, making it expensive to move and access data for things like editing or reuse.

### Today's M&E Data Challenge



### The Core Challenges in the Media Market Today

- Performance
- Vendor & Data Lock-in
- Cloud Enablement
- Cost vs. Value
- Security
- Collaboration
- Automation



# The Solution

To meet the rising bar for content creation and delivery, media and entertainment companies need scalable storage solutions with predictable TCO at any scale of operation. They need intelligent systems that bring efficiency to every stage of the data life cycle so maximum value can be extracted from all data stored. These companies want the ability to collaborate

seamlessly with colleagues and third parties around the globe—all while maintaining world-class security to safeguard data assets from unwanted modifications, data breaches, leaks, or attack.

Starting from scratch would deliver an ideal solution in theory, but the cost of doing so in practice is not realistic for most businesses. As such, any appropriate solution must

be modular enough to complement existing storage infrastructure—whether on premises or in a private or public cloud—without the need for a complete overhaul and heavy upfront investments. It should also give media and entertainment companies full control and ownership of their data.

# The Seagate Solution

With more than 40 years of storage innovation, Seagate offers complete solutions to support video and image application data throughout the entire production workflow life cycle:



**LYVE™**  
Mobile

**Lyve Mobile** edge storage on demand supports limitless data capture in the field—even in harsh, rugged environments. Multiple terabytes of endpoint data can be consolidated and accessed anywhere fast. Then they can be transferred from any source, in any location, at any time 10x faster than over the network.



**NYTRO™**   **EXOS™**

**Nytro and Exos** storage platforms deliver robust capacity and performance for digital content workflows. Reliable, available, and energy efficient, Seagate data storage systems provide local storage for secure backup, archive, sharing, and collaboration.



**LYVE™**  
Cloud

**Lyve Cloud** storage as a service brings efficiency to video and image workflows. An ideal centralized repository for creative collaboration, this storage-only cloud is available at the metro edge and always on for anytime access. Lyve Cloud offers single-tier, capacity-based pricing without extra charges for egress or API calls, further enabling content creators to scale data storage from terabytes to exabytes as needed.

## The pixitmedia Solution

pixitmedia's software-defined storage and data solutions simplify the flow of data to transform production workflows. They empower content creators to create, collaborate, share, and protect their best work from wherever they work. Media and entertainment companies can dramatically cut costs—whether on premises or in the cloud—using pixitmedia's pixstor. This software-defined storage solution supports long-term cost efficiencies for storing and moving data globally on a regular basis.

pixstor enables content teams to run more efficient and sustainable storage to underpin pipelines and workflows while accelerating applications to save time for day-to-day users. Ultimately, this allows creators to deliver projects faster. With pixstor's data orchestration and seamless integration with project management tools, media and entertainment teams can free up staffing resources and reduce egress charges to support greater cost predictability.

pixitmedia experts specialize in leveraging the cloud to simplify data and creative workflows for burst rendering, remote composition, editing, and grading. With pixstor, content creators can easily harness the cloud for data management, backup, recovery, and archive. And with simple, plug-and-play deployment, companies can extend their production pipelines and infrastructure resources across private, public, or multiple clouds with ease.

Whether content creators are collaborating in multiple locations spread across the globe or under a single roof—engaged in hybrid workflows supported by on-premises or cloud-based workstations—pixitmedia empowers users to manage, migrate, and replicate data with complete freedom. Intelligent automation and orchestration brings data directly to content creators—wherever they need it in a fast and efficient way, never compromising on performance.



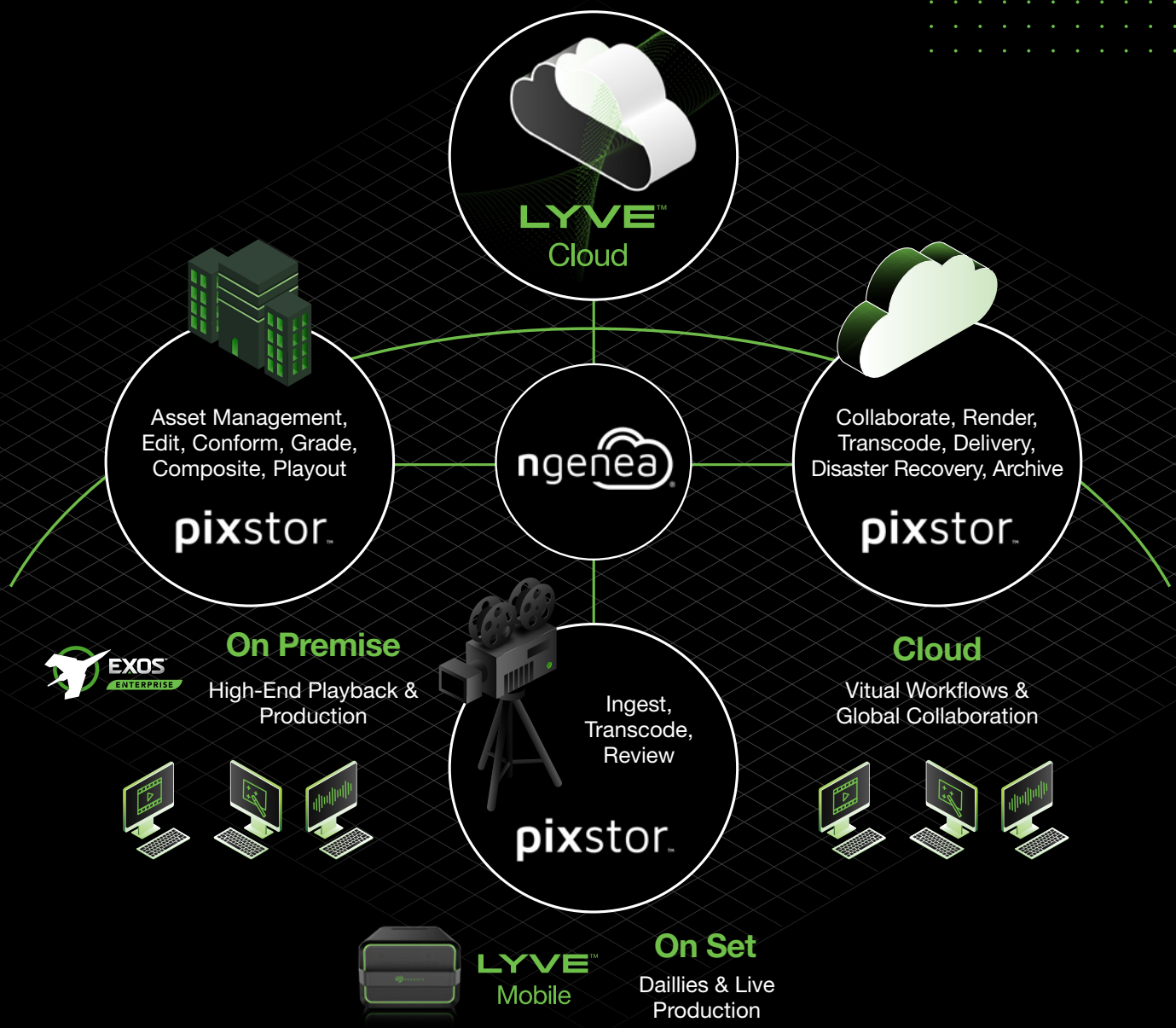
pixitmedia

## High-Performance and Scalable Media Productions



## The Total Solution

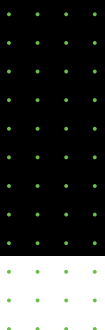
When combined with pixstor software-defined storage, Seagate solutions deliver highly scalable end-to-end media production storage with industry-leading performance to support today's demanding workflows and remote collaboration. These solutions are simple to deploy and manage, and can be used individually or together in any combination to enhance existing storage infrastructure. Workflow-optimized storage with cross-platform support across on-premises and cloud environments tears down data silos while bringing more predictability to TCO. Further, world-class security features—such as object immutability and default data encryption at rest and in flight—safeguard data from unwanted modifications or attacks.





## Conclusion

From capturing footage in the field to editing content in post-production to delivering a polished final product, joint solutions from Seagate and pixonmedia support effective collaboration and the use of innovative editing tools that push the bounds of creativity. Anytime data access empowers content creators to collaborate from anywhere in the world without missing a beat. Intelligent data management features make video and image data easier to search, access, archive, and reuse. All of this with the peace of mind that data is always secure and that recurring storage bills won't come with any unpleasant surprises.



## Benefits Summary

- Limitless scalability supports ever-growing stores of video and image application data
- Industry-leading performance, capacity, and density support mass data storage with a cost-effective footprint
- Single-tier, capacity-based pricing delivers predictable cloud storage costs
- Modular flexibility optimizes TCO for your unique production workflows
- Cross-platform support across on-premises and cloud environments eliminates data silos
- Plug-and-play setup and intuitive platform management simplify storage deployment and maintenance
- Data sovereignty improves data orchestration and governance
- Default security settings—such as encryption and object immutability—safeguard data from unwanted modifications or attack
- Multi-regional replication and always-on availability empower remote collaboration and anytime data access

## Ready to Learn More?

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