



Ortana & Object Matrix Solution Brief

*Empower Creativity Through Automation and Orchestration with
Object Matrix and Ortana Media Group*

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Overview

Object Matrix and Ortana Media Group have collaborated to enable organisations to access their content from anywhere and free staff up from laborious data management chores in order to work on tasks that bring benefit to the organisation.

Through automation and orchestration content can now be instantly transported from one storage platform to another, whilst keeping all data and metadata in a usable format. Using the powerful asset management and orchestration platform Cubix tightly integrated with MatrixStore, the media focused object storage solution, organisations can now manage, access and share their content regardless of where the content resides

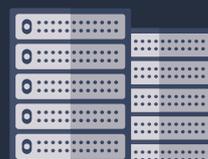
The collaboration between both technologies will also help organisations to enhance the way they manage and unlock assets held in their archives or empower creativity and collaboration across global teams. This will be particularly useful to organisations struggling to manage their very manual and time-consuming workflows or it might be organisations who simply wish to re-use and monetise media libraries with modern online workflows.

MatrixStore Media Focused Object Storage

MatrixStore is the media focused private and hybrid cloud storage platform that enables organisations to benefit, financially and operationally, by modernising video workflows and providing instant access to all media assets. Built upon object-based storage technology, MatrixStore provides digital content governance through an integrated and automated storage platform supporting multiple media-based workflows whilst providing a secure and scalable solution for all your data storage requirements.

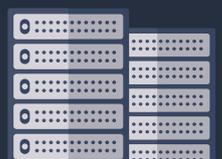
Benefits of MatrixStore

- Puts your content where you want it, when you want it from ingest and nearline to archive and cloud
- Increases operational efficiency through tight workflow integrations and automation
- Limits disruption with built-in disaster recovery and business continuity
- Enables global collaboration and empowers creativity
- Reduces management overheads and increases productivity
- Ensures your content is future proof in performance, capacity, workflow and access
- Enables all archive assets to be monetised
- Digital Content Governance ensures your data is safe so you can worry about the things that add value to your business



MatrixStore Product Highlights

- Intelligent data and metadata protection ensures you will always be able to find, use and share your content with internal or external teams
- Future proof and non-disruptive scale ensures you will never run out of room for your 8K videos, photography stills or project documentation
- Business rules support to ensure your organisation is seen to put data protection, audit and content security first
- Built-in Disaster Recovery & Business Continuity ensures organisations can keep working in the event of a local outage
- Unique Process in Place (PiP) functionality processes the data where it lives providing a platform to put AI at the heart of your workflows
- Standard interfaces and formats ensure you are not tied into a proprietary platform (SMB, NFS, FTP, S3 and MatrixStore API access)
- MatrixStore works with the tech you work with ensuring a smooth and seamless integration into your daily workflows: Avid, Adobe, Vidispine etc.
- Direct file system access to your objects on Mac, windows and Linux



CUBIX Asset Management & Orchestration

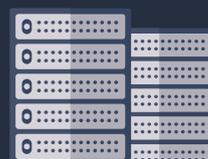
Cubix, the asset management & orchestration platform from Ortana Media Group, can manage complex business transformation projects across multiple locations thanks to its highly adaptable orchestration engine Taskflow. It can rationalise existing digital content, physical libraries and provide online, non-destructive migration of content from a wide range of source types and legacy HSMs to multiple cloud storage solutions of choice.

Content can be enhanced with highly configurable metadata schemas, managed and shared securely with internal and external users. AI / ML based services for image detection and speech to text can seamlessly integrate to enhance the metadata and make content even more discoverable.

The joint combination of Cubix and MatrixStore takes the stress away from organisations wanting to migrate their valuable content from one storage platform to another.

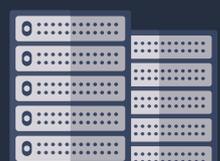
Benefits of Cubix

- Easily configured to meet the needs of any type of media supply chain
- Adapts with the business as the workflow demands change
- Removes human effort and errors through fully lights out media asset management
- Significantly reduces clients time to deploy new workflows
- Allows the removal of repetitive manual tasks with intelligent, abstracted orchestration
- Scales across locations and clouds through its hybrid architecture – run only the modules needed, where needed (on prem, private/public)
- Integrated with over 50 technical partners “out of the box” for native API integration
- Removes human errors, reduces impact to business continuity and expedites content fulfilment through smart orchestration and proactive alerting
- Show the one “truth” on the business right now through real time dashboards
- Simplifies task requirements – allows for staff redeployment or outsourced / off-premise workflows



Cubix Product Highlights

- Designed to handle workflows from across media spectrum, not adapted from single linear requirements
- The enterprise architecture of Cubix ensures no single point of failure, and its ability to scale both on-premise and in the cloud ensures it can handle even the most demanding of throughput
- Cubix is designed to support as much of your existing estate as possible – allowing it to efficiently glue together all your existing resources into a single monitored, automated & orchestrated layer – allowing you to maximise the throughput of your resources
- Workflows can quickly and easily be created and configured via the UI
- Scalable, supportable and highly configurable, workflows can be tailored as needed to suit both your current and ongoing needs – allowing it to grow with the business
- The whole of Cubix is driven through a fully customisable web interface, ensuring it can be used on any device in or out of your building
- Portals are configured and branded to specific client needs
- The fully automated and orchestrated processes within Cubix releases media teams from historically time-consuming tasks to other (more creative tasks), providing cost benefits and efficiencies
- Ortana’s architecture of the Cubix platform means it is deployed for a wide range of uses cases and industries, including music, media, broadcast, film, security, archive, consumer, research and the public sector
- Detailed tracking, reporting and billing tools enable users to have immediate global visibility of workflows, progress and status to manage requirements and monetise outputs
- Integrated with over 50 technical partners “out of the box” – so you can focus on product development, service and profitability whilst we handle the integration

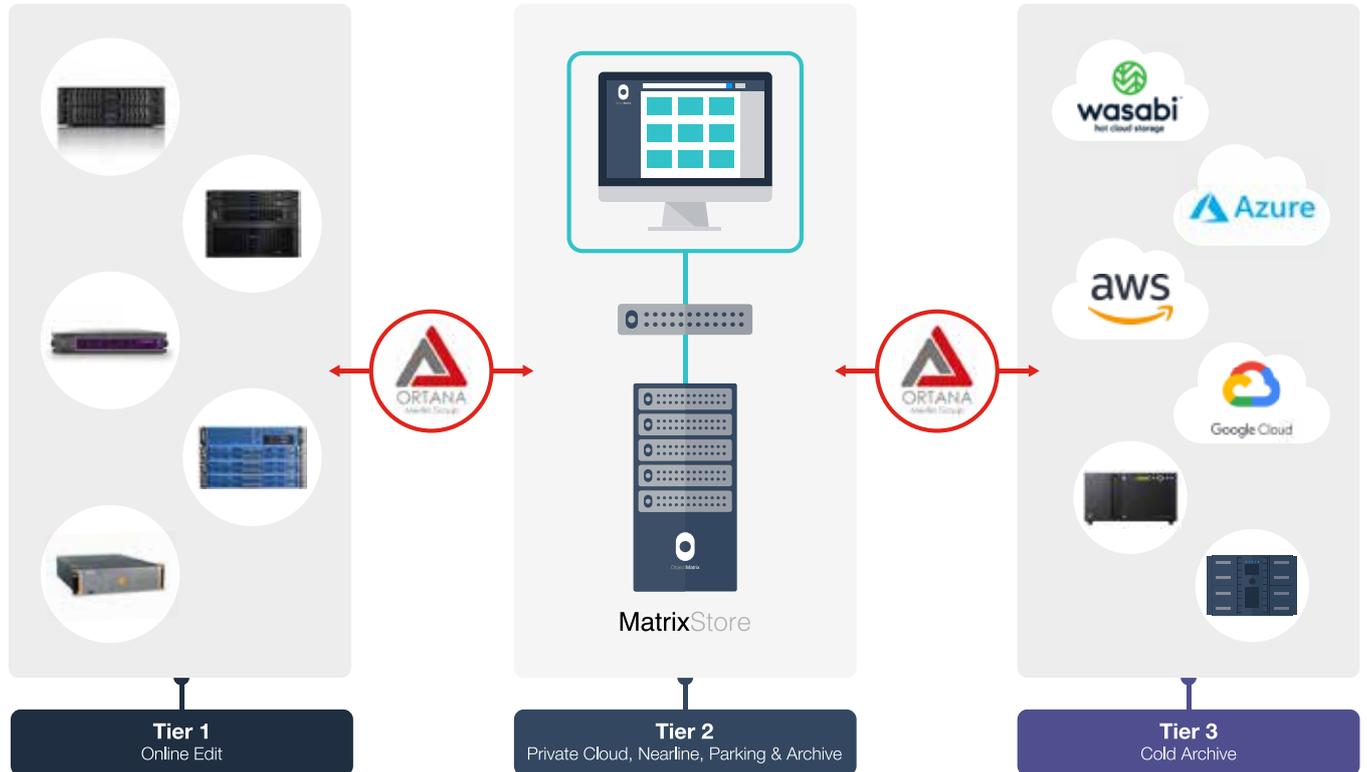


Helping Solve the Problems You Face

1

Content Transportation and Portability

Seamless automated content transportation and tiering to and from MatrixStore and any other storage platform.



The integration between Ortana's Cubix and MatrixStore object storage allows organisations to automate the tiering of assets by applying policies and rules to ensure content is protected at the appropriate levels.

As assets transition from 3rd party storage platforms to MatrixStore, metadata for known formats can be harvested via Process-in-Place (PiP) and or metadata can be added to the assets by Cubix using MatrixStore's powerful API. This ensures future proof access to metadata enabling assets to be found and shared even if the original MAM, DAM or PAM is not available.



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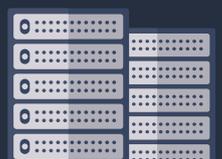
Content Transportation and Portability

Challenges Solved

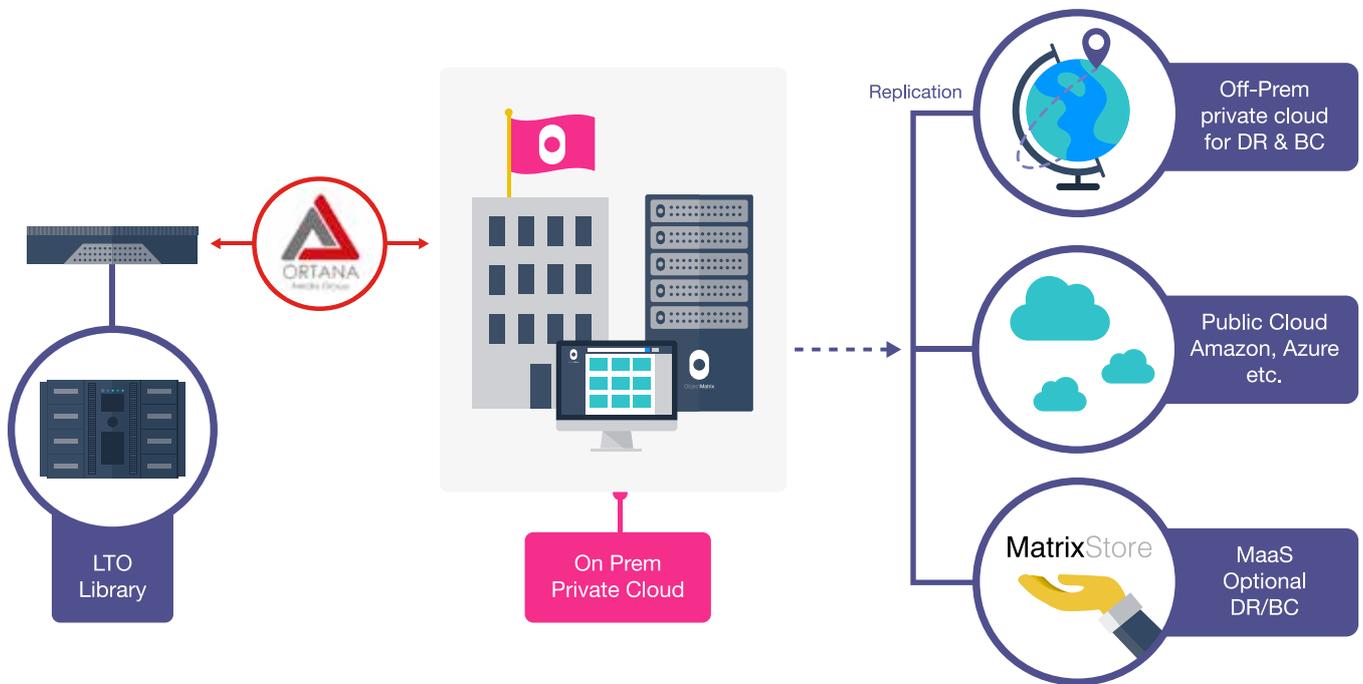
- Ensures data and metadata portability across multiple storage platforms
- Ensures content is protected on the appropriate tier of storage throughout its lifetime
- Automation reduces manual processes and laborious data management routines
- Ensures future proof access to archive content

Benefits

- Automation brings operational efficiencies when protecting content throughout its lifetime
- Producers and editors will spend less time finding content and gain more time to be creative
- If the entire archive is instantly available it can be monetized instantly



Migrate content from legacy asset management and LTO platforms or augment those platforms by adding MatrixStore object storage.



The modernisation of media archive platforms is happening across all sectors of the media and entertainment industry. Whether organisations are looking to replace their LTO libraries or maintain their incumbent LTO infrastructure, new tiers of object storage are being added to their environments in order to satisfy new business requirements.

Largely speaking, organisations are realising their content needs portability and mobility so it can be exploited, shared, re-used or moved to new platforms.

Organisations such as BT, ITN, Orange, and many more global news, sports and content distribution brands are benefitting from moving away from LTO and implementing MatrixStore object storage.

Other organisations have added MatrixStore object storage as an additional archive platform to protect new content that needs to be accessed frequently, therefore complementing their existing LTO libraries that they no longer wish to grow but need to maintain.

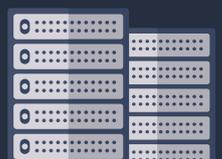


Challenges Solved

- Automatically migrate content and metadata from legacy MAM/DAM/PAM and LTO libraries
- Content can now be accessed instantly by moving content to more modern archive storage platforms
- Avoid rip and replace to ensure existing investments can be enhanced by introducing MatrixStore object storage to complement existing legacy platforms

Benefits

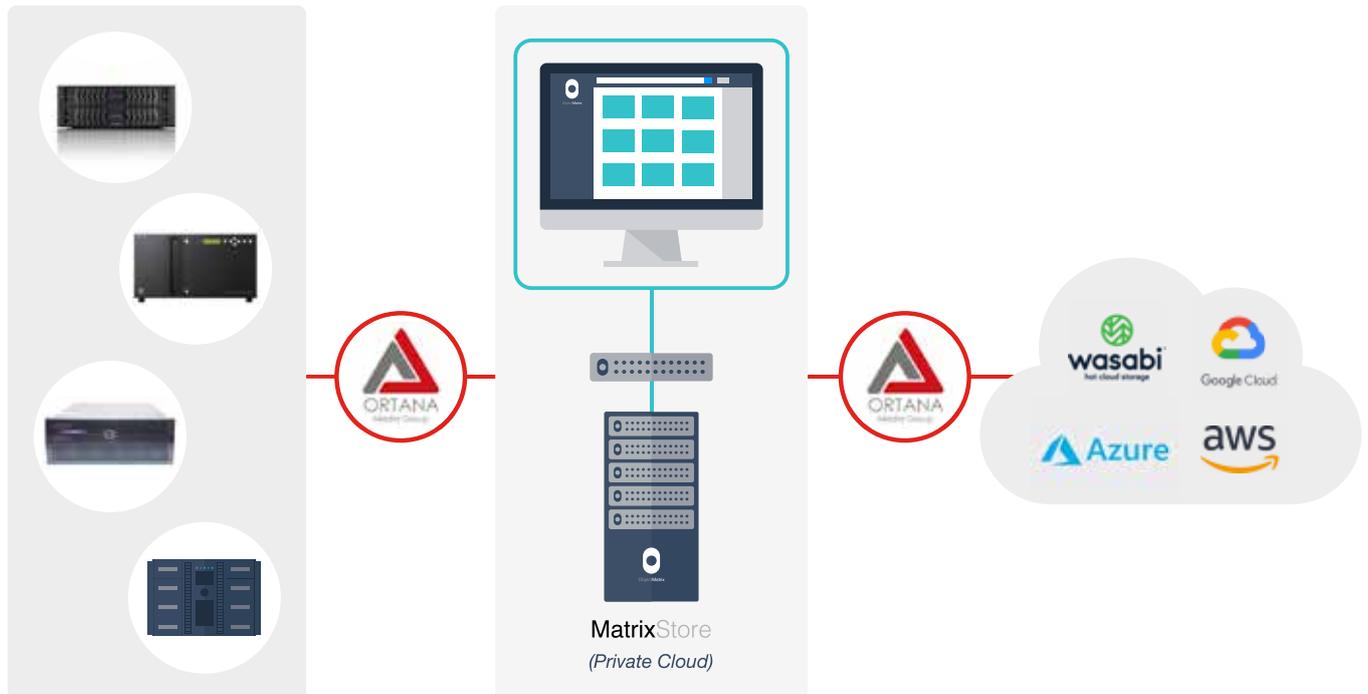
- Monetize entire archives through instant and performant access to content
- Introduce operational efficiencies by avoiding the manual processes associated with legacy LTO libraries and migration to new formats
- Protect your existing investments but create more content in your organisation by removing barriers to creativity



3

Single Pane of Glass Content Management

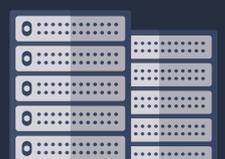
Object Matrix Vision provides a window to your content regardless of format or location ensuring content can be found, browsed and restored in-line with your organisations workflow and budgetary requirements.



Vision from Object Matrix provides an intuitive interface enabling creative professionals to find, browse and share content with internal or external teams.

The integration between MatrixStore and Cubix allows Vision users to also manage assets stored on 3rd party storage systems. Cubix can be configured to scan 3rd party storage (S3, Avid, NAS, LTO, etc) and create a stub in MatrixStore along with a proxy, thumbnail and any metadata with it. This means editors can now search and browse these assets in Vision, with the added bonus of being able to partially restore assets from those 3rd party storage platforms.

Vision also supports multiple formats when used in conjunction with the Ortana Cubix orchestration layer. Complex sequences (DPX), proprietary formats (AAF) or bespoke camera structures (RED) can have a preview proxy with the ability to return just a sub-clip from the asset saving time and money.



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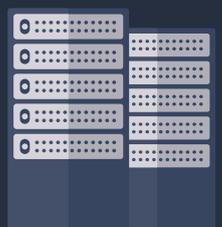
Single Pane of Glass Content Management

Challenges Solved

- Managing assets across multiple storage locations is now possible through one simple interface
- Media Managers will field fewer requests for content as creative professionals self-serve
- Finding, browsing and sharing content is now a seamless and efficient operation

Benefits

- Creative professionals being able to self-serve from the archive introduces operational efficiencies enabling media managers to do more with their time
- Financial benefits to be gained from avoiding full MAM deployment
- Keep production teams working in the event of a local outage using Vision to find, browse and restore content



GET IN TOUCH

To learn more on how your organisation could benefit operationally and financially from implementing MatrixStore with Cubix, please visit our website or contact us via any of the methods below.



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ObjectMatrix

About Object Matrix

Object Matrix is the award winning software company that pioneered object storage and the modernisation of media archives. It exists to enable global collaboration, increase operational efficiencies and empower creativity through deployment of MatrixStore, the on-prem and hybrid cloud storage platform. Their focus on the media industry gives them a deep understanding of the challenges organisations face when protecting, processing and sharing video content. Customers include: BBC, Orange, France Televisions, BT, HBO, TV Globo, MSG-N and NBC Universal.



ORTANA
Media Group

About Ortana

Ortana Media Group is proud to offer a wide range of products and services using its Cubix Asset Management & Orchestration platform. Designed to be a disruptive technology within the MAM & orchestration space, Cubix has a highly modular architecture that is easily configurable and reconfigurable to meet the demands of your current and future workflows. Being integrated with over 50 technical partners “out of the box” ensures clients can determine the right tools for the job, allowing them to concentrate on product development, service and profitability whilst we handle the integration.