



ObjectMatrix

10 Reasons Why People Work with Object Matrix

Just 10 of the reasons why organisations, large and small, trust Object Matrix in their media workflows

1

Self-serve access to content from anywhere

They need to replace or augment legacy LTO libraries to enable producers and editors to access all archived content from anywhere, whilst benefitting from the power of tightly integrated on-prem media workflows (scalable nearline, archive, etc.). Like BT, Orange, ITN, and MSG-N, they need access to their entire archive so they can re-use, re-purpose and share it in seconds, not hours, days or weeks.

2

Predictable cloud workflows and economics

Current public cloud storage offerings are too unpredictable, slow, and expensive for on-demand workflows, which is why our customers love the performance and financial predictability of the MatrixStore on-prem, cloud, and multi-cloud platforms.

3

Security & governance first

Cyber attacks are on the rise with content creators and broadcasters being targeted. MatrixStore object storage comes with the highest levels of Digital Content Governance (immutable vaults, audits, business continuity, DR, etc.) ensuring your content is secure from unauthorised access. Our customers also need to implement disaster recovery and business continuity strategies to ensure their valuable assets are available on demand even if the lights go out at their main facility.

4

Future proof & access

Our customers' data and metadata belongs to them, not us, and as such we ensure that their content is stored in a non-proprietary format and portable to 3rd party storage platforms so that they are never locked into a system. Our interfaces are also cross-compatible, enabling content to be accessed by multiple users and workflows and not locked up in workflow or content jails.

5

Enhanced metadata and business rules support

MatrixStore object storage provides extra business benefits, from metadata and business rules management, to unique data analysis ("Process in Place") capabilities. Even if your MAM, the brain of your workflow, goes down you will still be able to find, browse and share content with internal and external teams.

6


An easy-to-use product, not an in-house project

Instead of getting staff involved in skunkworks or self-build projects, they want them to work on higher-level functions using a media-focused object storage platform that integrates into the way they work with the technologies and applications they currently use: Adobe, Aspera, Avid (Interplay), Glookast, Signiant, Telestream, Vidispine, and Vizrt to name a few.

7	Satisfies all stakeholders with total flexibility	They need to implement a storage platform and workflows that meet the needs of all stakeholders in their business from the producer and editor, to the CTO, CFO, and CEO. They need a plugin written for a workflow and functionality added to one of our existing products. They need to use a mix of CAPEX and OPEX to implement their strategic vision. They asked us and we made it happen.
8	Fantastic ROI	Every \$1 spent on Object Matrix saves them \$2 in operational costs and enables them to generate more revenue now that they have access to everything from anywhere.
9	Find, share, secure & audit	It's imperative to protect, curate, and nurture metadata as well as protect the essence of the content itself! Our customers want the ability to find their content in 5 years even if the MAM that archived it is not available. We built Vision to give them a view of their content and they just love it. They also need to protect content from accidental or malicious deletion and analyse full audits of all access to content throughout its lifetime on a secure object storage platform. No other platform provides such security features.
10	Dedicated to the media industry and world-class support	Our solutions and expertise are focused on video and media storage workflows and only that, so they have our full attention. Also, we write software and "bugs happen". If and when that happens, every member of staff at Object Matrix will get involved to ensure a timely resolution and customer satisfaction. Our expert support teams are based in-house providing skilled and dedicated help when needed.

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Get in touch to find out how Object Matrix can help you and your organisation to resolve your storage challenges!

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