




CASE STUDY

MediaCloud & Object Matrix: MediaCloud and Object Matrix Bring MatrixStore as a Service to Africa

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Background

Based in South Africa, MediaCloud Networks provides lightning-fast internet, telecommunication, and cloud solutions to the media industry, enabling broadcasters, media companies, filmmakers, and regular business organisations to access and share content efficiently. With a team of dedicated media professionals, MediaCloud has a deep understanding of the challenges faced by their customers and has been solving complex workflow problems for many years.

As a certified and trusted partner of Object Matrix, MediaCloud Networks has been promoting and selling MatrixStore, the media-focused private cloud-based object storage, to customers across the region including Multichoice.

However, with increased demands for tapeless and cloud-based workflows, MediaCloud realised the need for a scalable and secure multi-tenancy storage platform, delivered as a managed service.

The Challenge

MediaCloud has had great success deploying MatrixStore on-premise across the region. However, as its client base has grown, more and more media companies were demanding a Disaster Recovery setup should anything unavoidable happen on-site. This could be implemented by installing a second MatrixStore in a separate building with seamless replication from the primary MatrixStore, however with many companies limited to just one site, an alternative was needed.

MediaCloud works with a number of organisations who require a tapeless, easy-to-access storage platform but simply do not have the space on-site for an on-premise MatrixStore solution. Public cloud was an option, but there were limitations with metadata, speed of access when uploading/downloading assets using only the public internet, and the costs associated with egress when you need your content back.

MediaCloud had a list of requirements to meet the demands of providing seamless off-site Disaster Recovery to existing customers as well as MaaS (MatrixStore as a Service) to South Africa and beyond.

For Disaster Recovery

The storage platform needed to be fast and easy to access in the event of an emergency with a simple interface to access the replicated assets if/when needed. It also needed to be secure, robust, support multi-tenancy requirements, and scalable to meet the growing business needs as well as be cost-effective.

For MaaS

The storage platform also had to be fast and accessible with a simple intuitive media interface. Besides being highly scalable and flexible, it needed to offer dedicated connectivity for fast access as well as public internet. Security was absolutely not negotiable to protect valuable content. Integrations to existing workflows and applications would be ideal and needed to be cost-effective.



The Solution

Having worked with Object Matrix for many years and with experience of deploying MatrixStore as certified Object Matrix partners, MediaCloud had a deep understanding of the technology and the benefits it could bring.

MediaCloud chose to implement MatrixStore and to deploy MaaS (MatrixStore as a Service) to its customers over the fast nationwide network it had already connected its customers to. Customers included South Africa's largest three broadcasters, post facilities, and production houses, from Red Pepper Pictures to Clearwater and Homebrew Films, as well as a number of the country's largest advertising agencies who were in short-term need of a solution like MaaS.

Having its own on-premise MatrixStore meant that MediaCloud could now offer a fully hosted cloud service - 'MaaS' (Matrix Store as a Service) and deliver all of the required benefits that its customers had been asking for.

MediaCloud customers now benefit from using a super cost-effective cloud storage service that is scalable and can grow with the business, knowing that their content is protected on the most secure and robust platform. Connectivity to Media Cloud's MaaS is available on the internet or through MediaCloud's fast dedicated network, with access via file system on a local machine or using 'Vision', the web-based asset management tool that enables easy search and share capabilities. The commercial aspect of the service is very transparent, with predictable storage costs and no additional penalties to access content (egress).

MaaS's integration with AWS enables global collaboration and further elasticity.

MediaCloud has also benefited by having a multi-tenancy platform it can offer to all of its customers, that it can scale seamlessly as required and that enables the protection and security of its customer's valuable content whilst giving them easy access.

As a media-focused private cloud storage solution, MatrixStore has been designed to meet the challenges faced by organisations creating, ingesting, logging, editing, sharing, distributing, and archiving video content. It can be deployed as a hybrid cloud platform, which means that it uses a mix of on-premise private cloud and third-party, public cloud services with the orchestration of content between the two platforms. This means that content can be shared as needed but is tightly integrated to ensure seamless synchronisation of content and metadata.

As well as being easily integrated into MediaCloud's existing ecosystem, MatrixStore can integrate seamlessly with any number of varying formats and workflows at client sites.



The Workflow

MediaCloud hosts MatrixStore in its secure facility with a number of vaults (workspaces) per customer which are customised to their requirement to enable multi-tenancy from a single platform. Thanks to tight security and audits, MediaCloud ensures each customer is only able to access their own archive, and individuals within that organisation can also be assigned different permissions.

Customers can access their own files via:

- **Vision** - a simple and intuitive web interface that enables users to view lower-resolution versions of the content within the archive and access the high-res versions. Assets can be found using extracted or tagged metadata, proxies can be played out, and content can be easily shared between the network.
- **DropSpot** - a data asset management tool that allows users to tag objects with metadata during ingest.
- **MatrixStore File System (MXFS)** - a locally mounted file system giving access to content in the MatrixStore. Users can browse, playback, and perform basic edits using MXFS.

With MatrixStore as a service, MediaCloud offers low-latency connectivity to its clients who use the solution as a nearline archive.



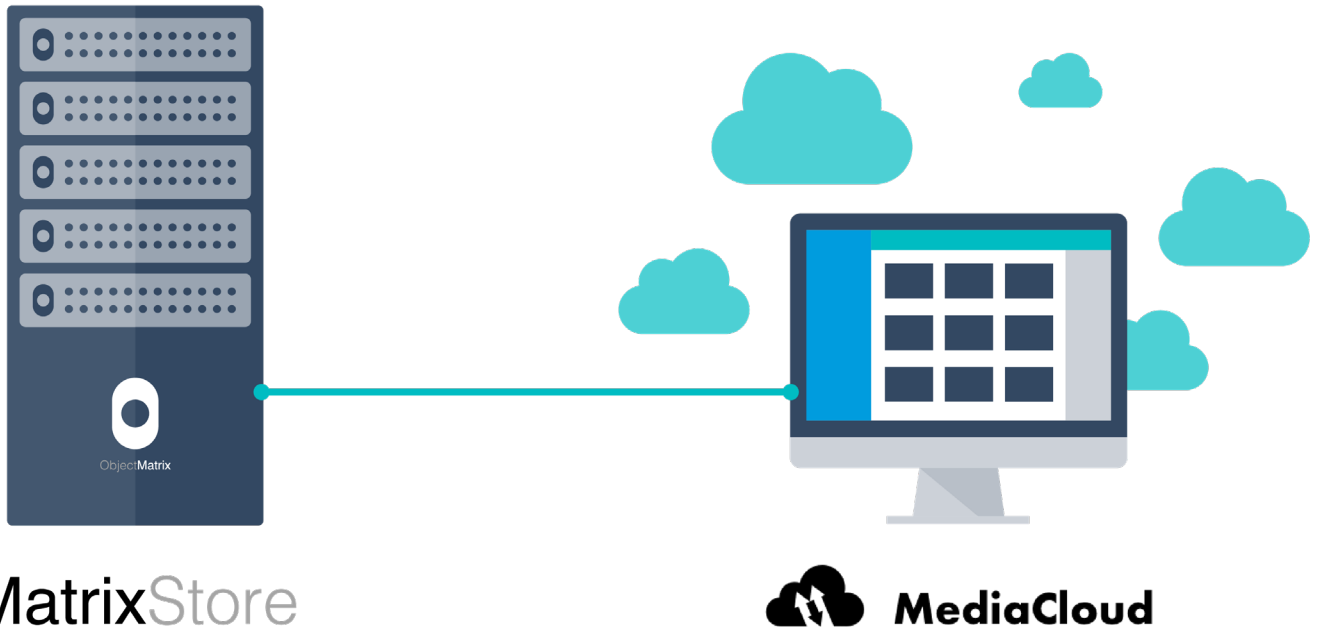
I am really excited to be working closely with Object Matrix to deliver a service. Object Matrix really understands us, our clients, and the challenges faced. Its solutions are perfectly geared towards media workflows and can integrate easily with any combination of different systems. Thanks to this implementation, we can now offer our customers storage as a service that can be scaled at any time, is extremely secure, performs well, and is easy for them to access whenever needed.”

- Marc Eckstein, Managing Director, MediaCloud



The Future

MediaCloud is now able to offer a service that is in high demand. Over the coming months, the service can grow with the requirement. Focused currently in South Africa, MediaCloud is also hoping to expand the service to the rest of Sub-Saharan Africa.



MediaCloud is a great company with a similar ethos to us. Like ourselves, MediaCloud specialises in the media industry staffed by media experts, meaning they are able to deliver a high level of technical knowledge and support. That, coupled with a specialised world-class solution, is a winning combination for its clients across the region. We are now in a great position to offer off-site Disaster Recovery for existing customers and MaaS to organisations across Sub-Saharan Africa, which is very exciting.”

- Peter Watling, Sales Manager, Object Matrix

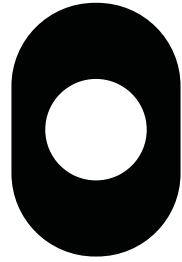




About MediaCloud

MediaCloud Networks is a niche market internet, telecommunication, and cloud services provider that was established to meet the demanding needs of the film, television & media industries.

The primary difference between MediaCloud Networks and other service providers is that its team is made up of experts who have worked cross-functionally within the film, television, media, and telecommunication industries at all levels. It offers unrivalled experience and expertise in understanding the workflows, requirements, and challenges that these industries face on a daily basis.



ObjectMatrix

About Object Matrix

Object Matrix is an award-winning UK-based software company that pioneered Digital Content Governance (DCG), object storage, and the modernisation of digital video workflows. Our media-focused private and hybrid cloud solutions are tightly integrated into file-based and IP workflows and bring economic and operational benefits to all of our customers. Our flagship product, MatrixStore, is used by the world's largest organisations that create and distribute video content, including NBC, TV Globo, MSG-N, the BBC & BT.

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