Data Frameworks

ObjectMatrix

Managing Petabyte Scale Unstructured Data Growth with DataFrameworks & ObjectMatrix

Simplifies technical workflows for all users, delivers cost and operational efficiencies

The Challenge

Media, entertainment and digital content organizations today are creating voluminous workflows with petabytes of technical and rich content, causing unrelenting growth of unstructured data.

Unstructured data means missed monetization opportunities, as providers simply cannot find the right content at the right time. There is always a risk of losing media through cyber attack or disaster, for example.

While the price of storage continues to fall, the cost of managing this complex storage infrastructure continues to increase.

Some new object storage technologies are designed to address capabilities and economics, but have also compounded the complexity of these environments with the introduction of a new interface to these storage repositories based on the Amazon S3 interface.

The scale of media environments in terms of number of files, objects and rate of data turnover make the challenges particularly acute.

In such environments it can be difficult to get a timely index due to:

a) high file counts per terabyte

b) high rate of data turnover/generation

Some customers turn over 100 TB per day. The business impact includes higher IT costs, workflow inefficiencies and inability to make accurate business decisions regarding storage.

The Solution

Intelligent media data management and cost-effective storage solutions from DataFrameworks and ObjectMatrix uniquely address the growing problem by reducing both operating and capital expenditure costs associated with managing large amounts of high resolution workflow content across complex storage networks.

Working together these solutions reduce IT overhead and increase workflow efficiency by reducing the need for IT to mediate between the business user and storage archives.

Data Management

The combined solution integrates ClarityNow, a data analytics and management software, with MatrixStore, a digital content governance platform. The result is that vast catalogues of content can be easily managed and stored.

ClarityNow provides the unique ability to 'tag' an attribute and query it against additional business context and metadata. Once moved to MatrixStore, items are discoverable, giving users easy access to the right content when and where needed.

Intelligent Tagging and Content Governance

Both solutions are easy-to-use, making them simple for non-technical users to navigate.

The ClarityNow tagging system leverages business characteristics like project, customer, work order number, etc., to categorize what data can be moved to the MatrixStore digital content governance solution.

Once archived, digital content governance means those media files are secure and future-proof, whilst also being accessible in an instant.

Key Features

High Speed Indexing
Fastest scanning algorithm available on the market…runs in 'look aside' mode with no agent.

Scalability
Indexing millions or billions of files is not a trivial problem. Most architectures can't handle that but ClarityNow is already proven to work on such a large scale.

Data Independence
ClarityNow does not store objects in a proprietary format, making it vendor agnostic when it comes to retrieval.

In-Memory Database
Purpose built in-memory database for optimized analytical performance.

Move Low Value Data
ClarityNow identifies dormant, duplicate and low value business data, making it easy to move.
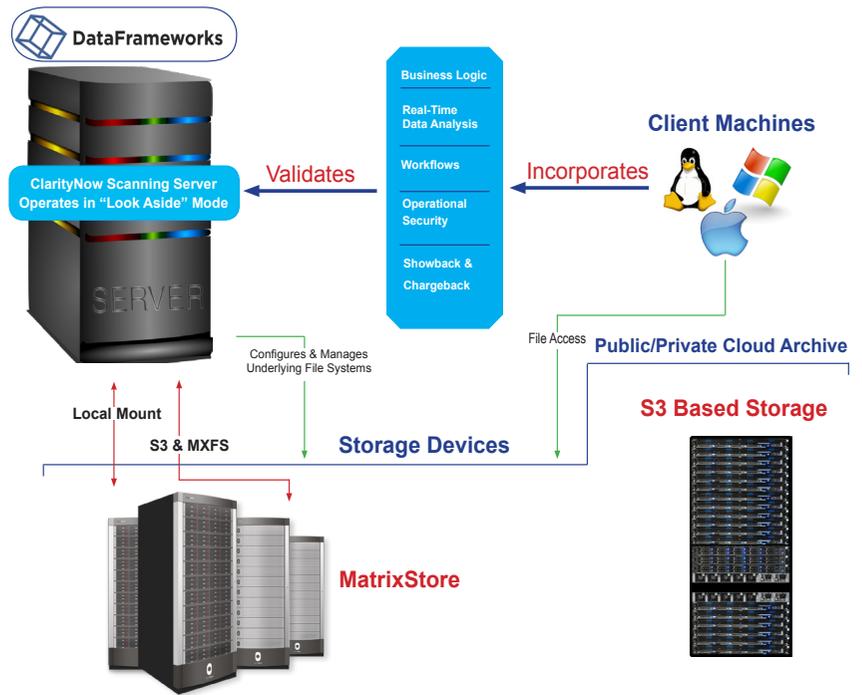
Optimized Scanning

ClarityNow's optimized scanning algorithm gives organizations the ability to see their data in the right context, and to optimize costs across any heterogeneous storage environment.

Solving Petabyte Workflow Challenges

ClarityNow works seamlessly with MatrixStore to:

- Perform data health checks by identifying inefficiencies in unstructured data workflows.

- Give Operations and Production users a clear understanding of their data and storage environment.

- Enable business users to determine what and when to archive.

- Move unstructured files to the best possible cost solution.

- Track huge volumes of assets across storage tiers.

- Monitor for size, type, history, etc.

- Reduce CapEx and OpEx; extract more value from assets throughout their life cycles.

ClarityNow supports both the MatrixStore file and S3 object interfaces

ClarityNow & MatrixStore work across large, heterogeneous storage environments & public cloud offerings

Our Solution vs. Traditional Solutions

	ClarityNow & MatrixStore	Traditional Solutions
Time Attributes	✔	✔
Project	✔	
Customer	✔	
Work Order #	✔	
Applications	✔	
Specific business events	✔	

Single Pane of Glass View

Media and digital companies must know what they have on storage to know what to do with it…most don't.

ClarityNow is the only solution in the market with a 'single pane of glass' view of all your storage platforms including on premise, cloud and others. This gives all users an easy file centric view for intuitive file system navigation.

ABOUT DATAFRAMEWORKS

DataFrameworks develops innovative file management software. Led by storage industry veterans and investors, DataFrameworks is based in California with offices in Agoura Hills and Silicon Valley.

Clients are in verticals with technical based workflows including EDA, software development, media and entertainment, life sciences, oil and gas and others.

Visit us at http://dataframeworks.com.

ABOUT OBJECT MATRIX

Object Matrix provides digital content governance and object storage platforms. The company was built on the philosophy that archive systems should be scalable and interoperable, as well as ensuring instant access to data and metadata.

Its flagship product, MatrixStore, is an integrated object storage software solution providing protection and governance for the lifetime of any digital content.

Visit us at http://object-matrix.com