

# STREAMLINING MEDIA WORKFLOWS

## Levels Beyond and Dell EMC: Removing the complexities of media management

### ESSENTIALS

- Accessible & connected to the workflows of all of the creative and business users – editors, animators, rights & distribution managers
- Extensible whether installed at one facility or multiple sites to save time and increase productivity
- Powerful RESTful APIs allow for automation of repetitive and manual tasks, even with third-party applications

### MORE CONTENT, MORE FLEXIBILITY

The video market has changed forever, as consumers demand more and more content on a variety of platforms. The scramble for more content in more formats puts pressure on content owners and their distribution partners to deliver more and deeper programming on branded applications like mobile, tablets, and television networks.

And it's not just viewing content—users want to perform their own title and metadata searches; they want to create their own clips, browse video, and export content. They even want to interact with sports leagues and teams and athletes online, at live events, and after the live event on their personal devices.

With the pressures of quantity, quality, and deadlines, media professionals need a flexible platform that manages workflows and orchestrates collaboration.

### MANAGING AND AUTOMATING WORKFLOWS

Levels Beyond's software platform "Reach Engine" provides streamlined media management, distribution, optimization, and monetization capabilities to video production organizations. It gives customers—broadcasters, sports organizations, content creators, and publishers—a single solution that employs sophisticated automation to manage all stages of the content lifecycle.

Reach Engine uses automated workflow to make sure every piece of content that has value can be found. Clips, videos, asset metadata, and closed captioning can be digitally delivered with only a few clicks. By ingesting live streams, the content can be edited into a highlight and delivered to any endpoint. Reach Engine manages and distributes content across every possible variable. That means event day shots and sequences are immediately available for use in real time videos, digital, and mobile operations.

### TRANSFORMING YOUR INFRASTRUCTURE

Reach Engine works with Dell EMC products that tackle media-specific challenges, including Dell EMC Isilon Scale-out network attached storage (NAS) and Elastic Cloud Storage (ECS).

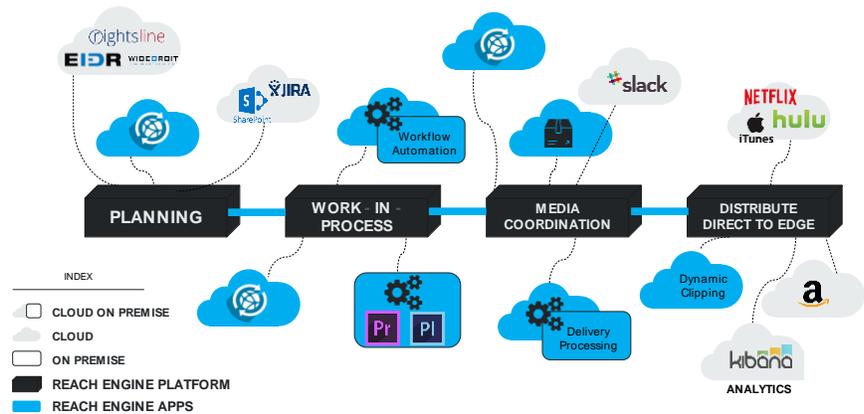
Consolidation of assets to streamline workflows is a goal of many media organizations. Reach Engine combined with Isilon Scale-out storage reduces costs by eliminating separate "silos" of storage, and speeds production by allowing artists and delivery engineers to easily and efficiently share assets.

Reach Engine also supports integration with Dell EMC Scale-out object storage platform as an on-premise archive tier using the industry-standard Amazon S3 API



interface. The familiar S3 interface lets users tier media assets to their own private cloud storage infrastructure without losing control of their media or incurring operating expenses as media is recalled back from the cloud. Dell EMC ECS has up to a 65% lower Total Cost of Ownership (TCO) than the public cloud, and brings all the benefits of a cloud infrastructure—like providing a single object file system for archive data that spans multiple physical data center locations.

## REACH ENGINE CONTENT ACTIVITY HUB



## ABOUT LEVELS BEYOND

Levels Beyond Inc. is the company behind Reach Engine, a media inventory software platform. Reach Engine transforms passive digital content libraries into active inventory for global businesses. Managing both short and long-form content for owners and rights holders, Reach Engine makes assets easy to find and accessible whenever, wherever, and the platform manages petabytes of digital media every day.

## ABOUT DELL EMC

Dell EMC is a trusted leader in media and entertainment storage for content creators, broadcasters, and content delivery providers. Dell EMC storage forms the foundation of a simple and future-proof infrastructure, giving you the agility to transform business operations, and the flexibility to adapt to new media workflows. Through innovative products and services, Dell EMC accelerates creation and monetization of media, helping media professionals store, manage, protect, and analyze their most valuable digital media assets.

Build your story on Dell EMC.

## CONTACT US

To learn more, contact your local representative or authorized reseller.



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