DELLEMC

SIMPLIFYING MEDIA ASSET MANAGEMENT

Axle and Dell EMC—Easy, Affordable Media Management

A RADICALLY SIMPLE SOLUTION FOR MANAGING MEDIA

Media Asset Management solutions promise to unify systems and tools, simplifying the content lifecycle from ingest to archive. However, many MAM implementations can disrupt the way you run your business, forcing you to re-learn how to access media assets and file systems, and often requiring changes to IT infrastructure, including storage. As a result, except for a small number of large media production organizations that can justify the cost and technical complexity of a deployment and check-in/ check-out workflow, most media producers have missed out on the many benefits of MAM. That is, until now.

STREAMLINED AND CONVENIENT MEDIA MANAGEMENT

Dell EMC® Isilon® and technology partner axleTM Video are revolutionizing media asset management for use by the majority of media producers. By letting you maintain your current file systems, current workflows, and the same concurrent user access to all media assets, the axle software solution lets you run your business the way you prefer. It's radically simple, affordable, and easy to use.

When paired with Dell EMC Isilon OneFS®, axle can be pointed to one or more volumes or folder structures in the file system, and immediately begin cataloging and tracking files as they appear anywhere in these folders or subfolders. All searches are conducted from the convenient axle browser interface that runs on Apple® devices such as iPad, iPhone, or Mac, as well as Windows®-based PCs. All changes to the folder structure or the addition of new files are tracked in near-real time to help ensure control of all assets and their versions.

In addition, axle provides a host of user-friendly capabilities such as proxy generation, subclipping, timeline comments and custom metadata fields. Together, these let your team be much more effective, because everyone can collaborate on media together. You can even export subclips to popular editors such as Apple® FCP 7 and X, and Adobe® Premiere Pro.

axle
radically simple
media management

EXPAND STORAGE AS YOU GROW

Media asset libraries can quickly accumulate and grow in size and volume. To contend with the rapid growth of Big Data media content, axle is firmly integrated with OneFS storage. The OneFS scalable, distributed architecture means you can continue to add storage and bandwidth without breaking up your organization's existing clean, high-level view of media assets. Management of your volumes is quick, easy, and painless. The OneFS operating system simplifies administration by providing a single, scalable volume using open industry-standard file-sharing protocols. As your edit workflow grows, Dell EMC Isilon can scale out bandwidth and capacity simply by adding new hardware nodes containing storage and/or network throughput to the clustered OneFS file system. Expanding the bandwidth and capacity of a OneFS file system requires no downtime and is as easy as pushing a button. Regardless of how many nodes you add, the OneFS single file system, single volume architecture keeps it all easy to manage.

POWERFUL COLLABORATION AND REVIEW/APPROVAL

For easy access, media assets can be viewed locally or remotely without having to directly access underlying storage. The axle solution automatically creates thumbnails and H.264 proxies for most media files on an ongoing basis. A frame-accurate HTML5 player lets assistants and producers easily select portions of media for craft editing and sharing. Users can send each other comments associated with specific points on the timeline, or subclips. By connecting editor software to the OneFS file system, the resulting rough-cut material can be easily accessed. A traditional MAM system without the OneFS storage capabilities would require more time and extra steps, such as checking out the media, copying it from one storage area to another, or mounting a necessary storage area network (SAN) subvolume.

OneFS integrated support for industry-standard protocols allows you to simplify and consolidate workflows while increasing flexibility and obtaining full value from the axle application. With OneFS, you can streamline your storage infrastructure by consolidating large-scale file and unstructured data assets, eliminating silos of storage.

MULTIFORMAT TRANSCODE WORKFLOWS

The axle solution is available in both software-only and software/hardware appliance configurations. In each case, the more advanced options include integrated multiformat transcode capabilities driven by integrated Telestream Episode Pro software. This is ideal for generating multiple output formats for distribution, such as to iTunes, web and mobile streaming, and on-air broadcast playout servers. Transcodes can be triggered for entire media clips, or for subclips selected by the user from the timeline. One or more Episode Pro processing units, each with four independent Intel hardware cores, can be seamlessly integrated as part of the axle configuration and transcodes launched to a variety of selected formats.

EVERYTHING YOU ALREADY HAVE, PLUS MORE

The combined Dell EMC Isilon and axle solution focuses on supporting your existing environment and workflows while offering MAM capabilities at a low cost. It's a timely solution for the media industry, as trends in media production—blurred job responsibilities, widespread use of freelance contractors, and the need for fast, extensive collaboration between employees and contractors—are changing the workplace.

With a traditional MAM, employees need training to learn specific, rigid workflows—a process that is no longer practical, nor justifiable with most media producers. Instead, production and executive teams gain immediate access to media regardless of location and irrespective of the platform they're using. Highly productive workflows—including review and approval, logging, and shot selection—can be spun up around projects as soon as they are given the green light, and redeployed for other teams and storage pools later on as needs change.

POWER OF DELL EMC ISILON

Media professionals worldwide rely on the OneFS operating system and Isilon scale-out storage solutions for their content repositories. Dell EMC Isilon products support massively scalable, ultra-high-performance media workflows in which storage clusters typically scale in less than 60 seconds. Additionally, OneFS offers simplified-access workflows without downtime, a modular storage architecture that grows as you do, as well as ease of management for significant time and resource savings when compared to traditional SAN and network-attached storage (NAS) systems. OneFS can store over 20 petabytes of data in a single volume with storage utilization rates of over 80 percent, with over 100 GB of aggregate throughput, and 1.6 million file operations per second in a single file system to accelerate data access and delivery.

With the Dell EMC Isilon NL-Series platform node, high-density nearline storage enables you to create large-scale media archives so you can keep your media assets active while repurposing them on the fly to increase their business value. Reduce costs by increasing storage utilization and decreasing management demands. With Isilon, you have no need for costly client-side Fibre Channel host bus adapters (HBAs) and file-system software for SAN systems.

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.

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

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