

PLAN, ORCHESTRATE, STREAMLINE, AND MANAGE FILE-BASED MEDIA WORKFLOWS

Sony Media Backbone Enterprise Management System and DELL EMC Isilon Scale-Out NAS

ESSENTIALS

SERVICE-ORIENTED ARCHITECTURE

- Reliably integrate into every aspect of the production process
- Fast and efficient management of digital content

ORCHESTRATES WORKFLOW ACROSS ALL OPERATIONS

- Provides the right file in the right format to the right place at the right time
- Uses existing systems, with no replacement needed
- Provides complete operational visibility

POWERFUL CONTENT MANAGEMENT SYSTEM

- Role-based access and audit trails
- Fast access to the right assets

FILE-BASED CONTENT CHALLENGES

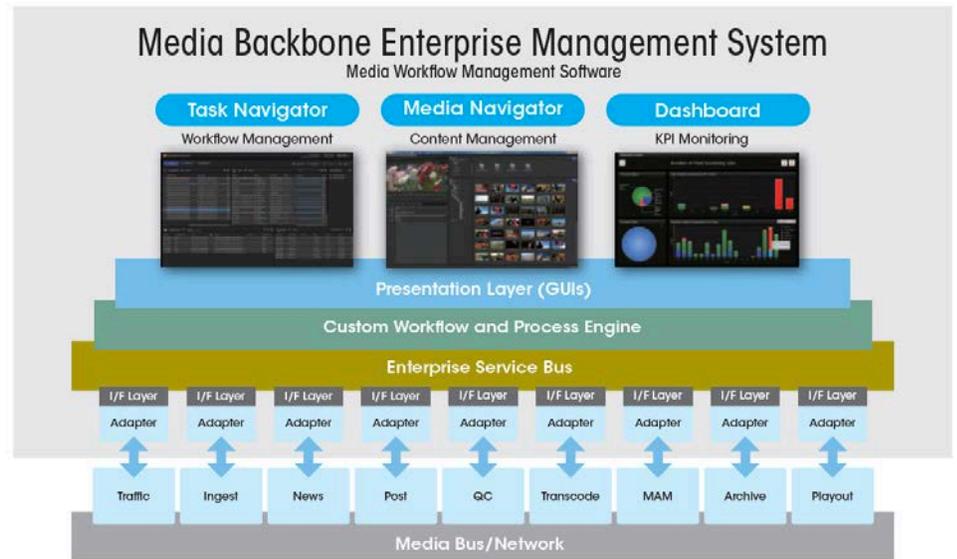
Broadcast networks, content distributors, post houses, and movie studios continue to see ever-increasing quantities of digital content, with a need to integrate and streamline workflows while driving efficiency with limited resources. As both the quantity and value of the content rise, file-based production workflows suffer from inefficiencies caused by inflexible proprietary solutions. Instead of a unified system, you have digital islands—separate groups creating individual digital deliverables. Service-oriented architectures (SOAs) that reliably integrate into every aspect of the production process while enabling fast and efficient management of digital content can cut repetitive tasks, boost productivity, and automate content transfers.

ORCHESTRATION FOR MEDIA

The Sony Media Backbone Enterprise Management System's (MBEMS's) SOA middleware orchestrates workflow across all your operations. Instead of replacing your current transcoders, color correction, and editing systems, Sony's approach orchestrates the systems you *already have*—getting them to work together in harmony. The MBEMS takes care of the mechanics, getting the right file in the right format to the right place at the right time—even with hundreds of differing customer requirements. The system keeps the right people informed by providing complete operational visibility. There is even a "live" monitoring mode that lets you see data flow in order to identify bottlenecks. And the MBEMS includes a powerful content management system, with role-based access and audit trails that give the right people fast access to the right assets. The MBEMS can even serve as the front-end portal to multiple MAMs throughout the enterprise.

SEAMLESS WORKFLOW INTEGRATION AND MASSIVE SCALABILITY

The seamless integration of DELL EMC® Isilon® into the Sony MBEMS helps media organizations with a highly scalable and secure central pool of storage in a competitive world of multiple distribution channels, formats, and consumption models. The MBEMS's use of SOA, along with Isilon clustered storage, accelerates access to content across the entire workflow.



MEDIA BACKBONE AND THE POWER OF ISILON

Isilon supports massively scalable, ultra-high-performance media workflows in which storage clusters typically scale in less than 60 seconds. Additionally, DELL EMC Isilon 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.

As content grows, the Isilon solution can scale to meet even the most challenging demands with no downtime and no additional administrative overhead. In addition, large file system operations and latency-sensitive workflows such as ingest and multiple concurrent edit clients are all supported.

OneFS can store more than 50 petabytes of data in a single volume, with storage utilization rates of over 80 percent, 200 GB/sec of aggregate throughput, and 1.6 million file operations per second in a single file system.

ABOUT DELL EMC

DELL EMC Corporation is a global leader in storage for content creators, broadcasters, and content delivery providers. DELL EMC storage forms the foundation of a 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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