

Top 5 Reasons to Choose Dell EMC PowerScale for Media & Entertainment

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At Dell Technologies, we believe the core of the media industry is about creating beautiful images and telling engaging stories. To help media organizations do that, we've built a foundation of technologies for creatives to collaborate and administrators and engineers to accelerate workflows. Dell Technologies, along with leading media industry partners, enable simple, efficient, agile storage solutions for you to deliver great stories wherever they are told. Here are just a few reasons media and entertainment companies around the world choose Dell EMC PowerScale:

1 | Increased efficiency and productivity

Shrinking timelines, increased volume and ballooning costs for many productions is creating major challenges. While broadcast and on-demand viewing are both on the rise, ad revenue is becoming less lucrative across the board. Technology that supports more efficient operations and saves money is increasingly a critical factor in success. Unlike traditional storage with utilization around 66%, PowerScale delivers 80%+ efficiency. This, along with globally coherent cache, load-balancing and automated tiering drives the best-of-breed total cost of ownership and efficiencies. With a choice of NVME, all-flash, hybrid and archive platforms, and a policy-based automated storage tiering option, you can optimize storage resources by ensuring that applications are supported with the right level of performance. All this allows you to distill the creative, or just get that shot out faster.

2 | Adaptability to market changes

As rapid change quickly evolves the media business, organizations need to focus on more than just today's operations — they must rely on agile technology to pull ahead of the pack. PowerScale allows you too easily add the right mix of performance and scale. PowerScale powered solutions include integrated support for industry-standard protocols, including NFS, SMB, HTTP, FTP and native Hadoop Distributed File System (HDFS) for data analytics initiatives and S3 for cloud-native apps. With PowerScale concurrent multiprotocol access, new applications and workflows are quickly enabled for collaborative access to content, allowing you to adapt to business changes without scheduled downtime, client licenses, or costly new infrastructure.

3 | Delivering multi-resolution production to multi-platform playout

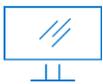
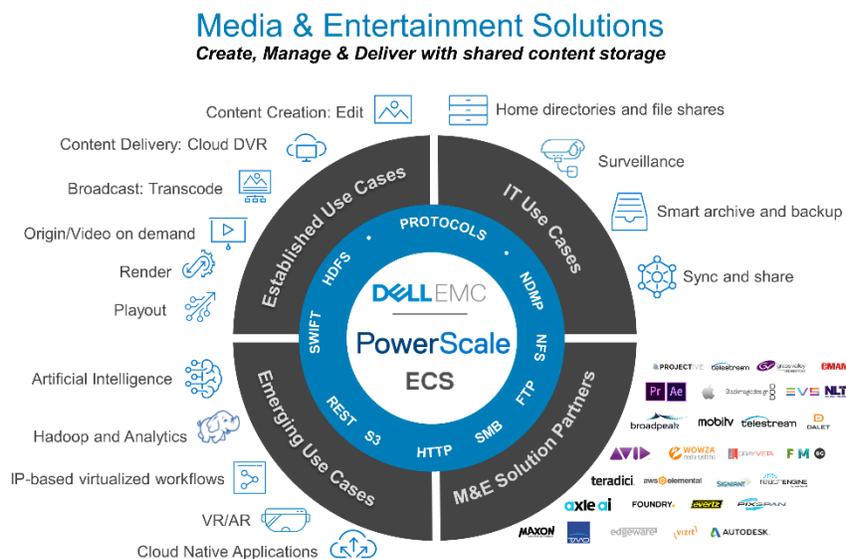
More than ever before, shared storage is asked to deliver demanding high single-stream throughput, high I/O performance and enterprise grade HPC workflows, from high resolution VFX explosions, water, fire, and smoke simulations, to transcoding and streaming origin storage. The unique architecture of the PowerScale OneFS operating system allows you to provide an efficient and flexible shared storage infrastructure to consolidate and support a wide range of applications and workloads. This means you can increase efficiency, maximize your total cost of ownership, and extract more value from your most precious assets.

4 | Simplified management

Now more than ever, media companies are looking to free engineering teams from looking down the technology stack and enable admins and engineers to look up into the application layer, to create business differentiating services. With PowerScale and management tools like Dell EMC DataIQ, engineers can now automate, standardize and cloud deliver infrastructure layers, where you can manage all your content—every workflow and format, from active content to smart archive. With single volume, single file system, single namespace consolidation both on-premises and in the cloud, workflow simplicity frees up resources to spend less time managing storage and more time to contribute to strategic initiatives. Because PowerScale remains simple to manage as you scale to virtually any size, there's no need for additional storage administrators as the environment grows. One person can manage petabytes of data, which minimizes operating expenses and allows staff to focus on managing data—not storage.

5 | Hybrid and Multi-cloud enabled

There amazing benefits and agility of hybrid cloud for persistent content, both on-premises or hosted in a colocation, as well as public cloud infrastructure for episodic bursts of compute requirements are becoming the new way to go to business for media organizations. As media companies ramp up both hybrid cloud and public cloud workflows, finding ways to focus on your content first, versus lock-in with all your content at one cloud provider, is challenging. This “content- first” cloud strategy helps enable the cost benefits of persistent storage, along with the power and scale of public cloud infrastructure, while at the same time allowing you to leverage multiple public cloud resources, delivering low total cost ownership and agility on multi cloud tools, while maintaining content security.



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