



Find it all with GrayMeta and Dell EMC

GrayMeta connects to all your Dell EMC storage locations – enabling you to find everything from one easy-to-use interface

PROBLEM SOLVING WITH CLASS-LEADING SOLUTIONS FROM GRAYMETA AND DELL EMC

- > Unstructured or 'dark' data is defined as data that is captured and stored – yet never used. It can span many different files, file types, shares, exports, and storage resources. It is expensive to store and creates an enterprise of siloed data systems, a complete lack of contextual metadata, no clear relationships and an inability for organisations to gain value from their most important asset – information.
- > It is estimated that dark data will account for 93% of all data generated by 2020*. It is also valuable, but enterprises haven't developed the business processes or yet found technologies to connect to it, to find it, to extract insights from it or to take action on their dark data files.
- > Dell EMC serves a valuable key role in providing the essential infrastructure for organisations to build their digital futures. GrayMeta provides Dell EMC clients with an innovative capability to create more informed and intelligent information so that they can quickly investigate, innovate and improve.
- > Regardless of where the client's digital assets are held, GrayMeta connects to and unifies Dell EMC Isilon and Dell EMC Elastic Cloud Storage (as well as 3rd party) on premise and cloud storage environments, extracting technical metadata from any video, audio and document file type - across most file systems, databases and data feeds.
- > GrayMeta and Dell EMC offer a powerful platform that tackles big dark data and metadata problems, saving you time and money, optimising your workflows and bringing insight to your dark data.

BRINGING INSIGHT TO THE DATA THAT IS ALREADY THERE

The Dell EMC and GrayMeta partnership means that together we can help mutual clients to:

- > **Connect** to dispersed and siloed data for the right reasons – enable easier migration, adoption of cloud services and scale.
- > **Extract** embedded metadata from any file type across all file systems, databases and data feeds.
- > **Create** new metadata leveraging the exponential growth of cognitive, machine learning and AI services available today.
- > **Find** the value of all your assets quickly, easily and accurately.
- > **Act**, review, consume, share and take action to build business wide efficiencies.

Extract, Create and Curate



SOLUTION DEFINED OFFERINGS ACROSS ALL INDUSTRIES

The Dell EMC and GrayMeta partnership means that together we can help mutual clients to:

- > **Find** and organize all assets / data across all departments, which also helps prior to data migration.
- > **Reduce** cost of asset management. Eliminate redundant asset creation, tagging, editing and distribution.
- > **Increase** the ROI of digital assets across the enterprise.
- > **Improve** brand consistency and equity with versioning.
- > **Enable** nontechnical users to focus on productivity and speed.
- > **Transform** the way you launch new products, accelerate innovation, and take advantage of content to engage with users.
- > **Increase** business agility and meet time to market goals by accelerating asset discovery.
- > **Integrate** data that today has no standards or structure requiring manual controls and processes.
- > **Eliminate** duplicates, increasing productivity while reducing capital expenditure.

GRAYMETA DEPLOYMENT ENVIRONMENTS

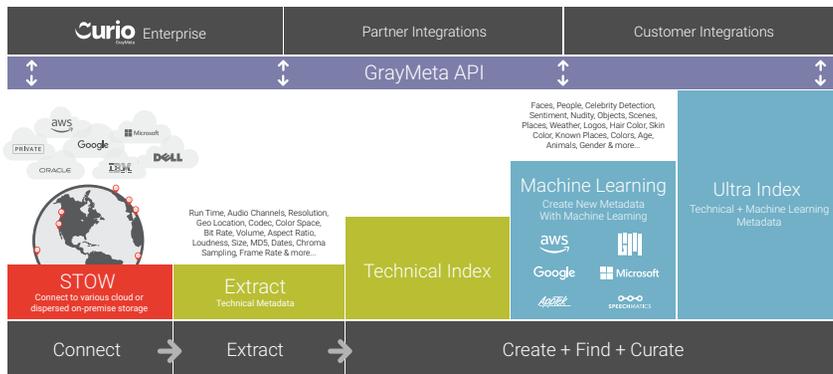
GrayMeta provides an abstraction layer that via a simple single API seamlessly connects you to all your storage locations. All you need are the storage location credentials, GrayMeta takes care of all the rest. Supported storage environments include any shareable file system (for example NFS, or CIFS), Amazon S3, Dell EMC Isilon and Dell EMC Elastic Cloud Storage, Google Cloud Storage, Microsoft Azure, Oracle Cloud Storage and Swift Storage.

LAUNCH & IMPLEMENTATION FLEXIBILITY

COMPUTE	GrayMeta Platform runs on a small footprint in any cloud provider or locally on Linux	AWS	Azure	Dell/EMC	Google	On-Prem	Other
STORAGE	Connect to cloud and on-premise storage	AWS	Azure	Dell/EMC	Google	On-Prem	Private Cloud
MACHINE LEARNING	Machine learning service providers	Amazon Rekognition GrayMeta	Microsoft Azure Cognitive AppTek	Google Cloud VoiceBase	IBM Speechmatics		

HARVESTING

Metadata is harvested by GrayMeta and stored in a highly scalable datastore where it may be searched, queried and inspected without referring to the original content, which may be inside an archive system, or even offline and unavailable. Harvest the entire storage location, or select only pertinent containers to automatically harvest new files so you don't have to keep things up to date.



MICROSERVICES

Harvesting refers to a process in which many microservices are each given an opportunity to inspect the file and extract or generate metadata from it. Once harvested, the metadata is created in a single index, in a consistent normalized way and stored in an elastic schema-less datastore.

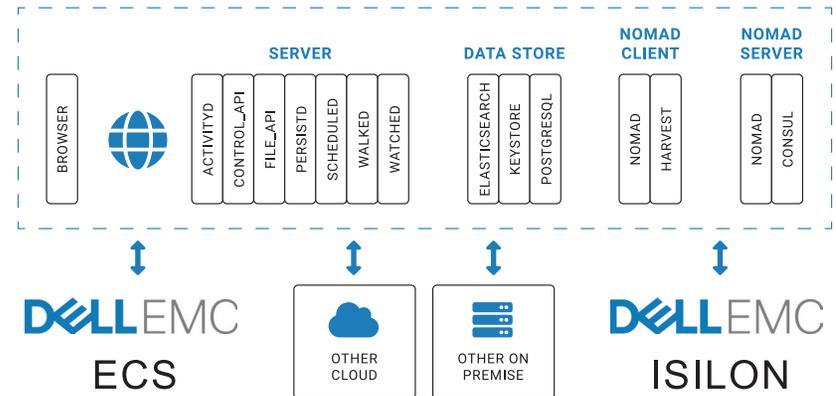
AI ENGINES AND MACHINE LEARNING SERVICES

GrayMeta takes advantage of an expanding list of cognitive and machine learning services offered by third-party vendors such as Amazon, Google, IBM, Microsoft and more. Every relevant file is parsed and passed to these services to create more metadata; GrayMeta enables you to find nearly anything in your digital media assets.

DELL EMC AND GRAYMETA ARCHITECTURE

The partnership enables the indexing and processing of automated metadata creation services for data on Dell storage. This includes file metadata extractors and machine learning, cognitive and AI services.

Connect > Extract > Create > Find > Act



Isilon's unique OneFS operating system lets you deploy storage without full-time IT resources, while scaling quickly to match capacity and/or performance demands

Deploy Dell EMC Elastic Cloud Storage object storage platform as an on premise or geo-distributed archival tier. Elastic Cloud Storage brings all the benefits of a cloud infrastructure, allowing you to build a truly unified environment—where content is made available to everyone who needs it, no matter what system they are using or where the content resides.

ADOBE, DELL EMC AND GRAYMETA

The partnership with Dell and use of GrayMeta enables Adobe Premier Pro editors and content creators using Dell Precision workstations to simply drag-and-drop clips of editable, trimmed content directly into the Adobe Premiere sequence. This means editors can search within their connected content libraries for AI-generated insights such as people, logos, adult content, sequence clips of specific moments or black frames in nearly every asset.



The integration of this enriched data enables anyone who creates content to add it directly to their Adobe Premiere Pro project timeline enabling faster clip creation, saving valuable time and resources.

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* ibm.com/blogs/bluemix/2015/11/future-of-cognitive-computing/

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