Media and Entertainment Solutions Brief

Performance matters. Everytime. It's showtime. Everytime. Storage in the spotlight.

How Nexenta helps Media & Entertainment customers ensure it's 'all right on the night.'

Everyday digital creative agencies, post production shops and broadcasters are driving a demand for high performance, responsive and readily available storage. And that's fast, low cost and flexible. That exotic shoot, those CGI animations, the crucial animations: they all need to be available at a moment's notice – and that could be tomorrow or next year. With no rendering lag or jitter either.

And with storage costs rising faster than available budgets, these busy creative businesses are looking at equally creative, revolutionary storage options.
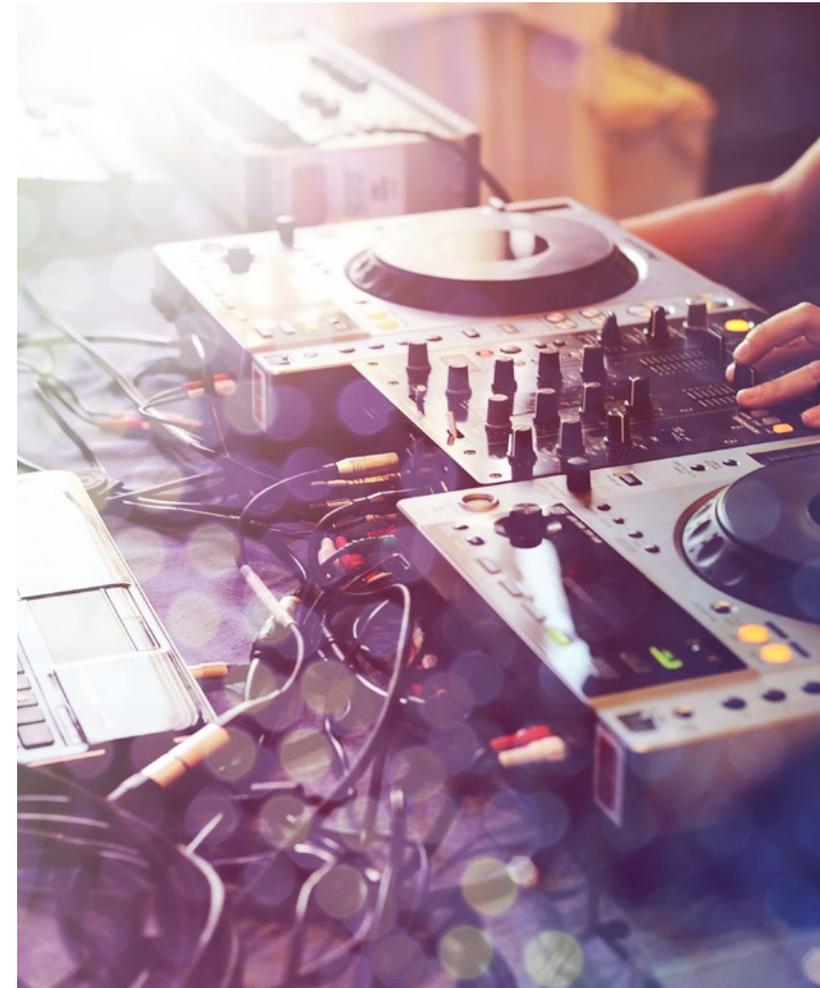
Cue: Nexenta.

Nexenta products solve storage performance and data management bottlenecks and deliver cost effective solutions that are highly scalable for post-production tasks. For CGI animation, rendering, and transcoding, Nexenta provides a cost effective, hardware vendor independent storage platform to keep artists and creatives productive.

With Nexenta Media & Entertainment customers can:

- Support high performance, high flexibility, and advance features like unlimited snapshots
- Attain on-demand capacity expansion, data protection, and ease of management
- Perform more iterations in a fixed time period and for them, this translates into a better quality result with improved picture quality and stunning visual effects while simultaneously meeting hard production deadlines
- Avoid vendor lock-in and win the flexibility to choose the right hardware per project
- Achieve a lower overall I/O per watt, creating a greener solution
- Add capacity easily and inexpensively on demand.

In summary: Why choose Nexenta?

- Total flexibility on hardware choice
- Slash your storage costs
- Increase data access performance
- Improve data backup and security

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> ❝ *We needed a proper storage solution to underpin our growth because our data was growing at around 25TB a year. If we lose our data, it would be a disaster. At the end of the process, it was pretty obvious that for the features I was looking for and compared to the price, Nexenta was the best competitor.* ❞

Stefan van den Hurk, IT Manager, Armada Music

> ❝ *We need to upgrade our data storage infrastructure so as to meet the expanding demands of our business. The solution had to be easy, compatible with many applications, and within our budget. The bottom line was about system performance and end-user productivity.* ❞

IT Manager at Mokko Studio

> ❝ *Daystrom turned to Nexenta to provide a secure self-healing storage file and backup system immune from silent data corruption and simplified disk management though either a command line or graphical user interface which are standard features of the NexentaStor SAN/NAS storage operating system.* ❞

Stephen B. Cohen, Daystrom's Sr. Solutions Architect

> ❝ *We work best with smaller companies at the beginning of the curve. Nexenta is one of those and also one that is built on open standards with developments being put back into the open source tree. And it allows us to mix LSI, Dell, HDS etc and if a new vendor comes along and we like the look of that we'll be able to put Nexenta on top of that too.* ❞

Steve McPherson, Framestore

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Choose Nexenta Software Defined Storage.

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