9 ESSENTIAL QUESTIONS TO ASK BEFORE PURCHASING MEDIA STORAGE

You've got questions about media storage?
We've got the answers.

Real-time shared storage is the foundation of a comprehensive video production solution. The right storage is essential for supporting industry-wide trends such as the growth in demand for original content, the use of high-resolution and high dynamic range (HDR) video, the growing desire for distributed workflows, and the increased adoption of cloud and SaaS solutions.

As a result, capacity and throughput are no longer the only criteria for evaluating video storage. Today's solutions must also possess the versatility to expand and grow with the user's business, drive operational efficiency, support a wide range of media production workflows, adapt to changing deployment models, and deliver solid ROI.

If you're thinking about purchasing a new video storage solution, here are NINE questions you'll want to ask before making your decision.

1

Is the system built from the ground up for high-performance media workflows?

High-resolution and HDR video produce huge files that can strain both capacity and performance, especially when working with uncompressed picture and sound. In time-sensitive media workflows, even the largest files should be instantly accessible without dropping a single frame. The Avid NEXIS® storage system is optimized to accelerate workflows that include video at resolutions up to 8K and HDR formats such as Dolby Vision™ and HDR10.
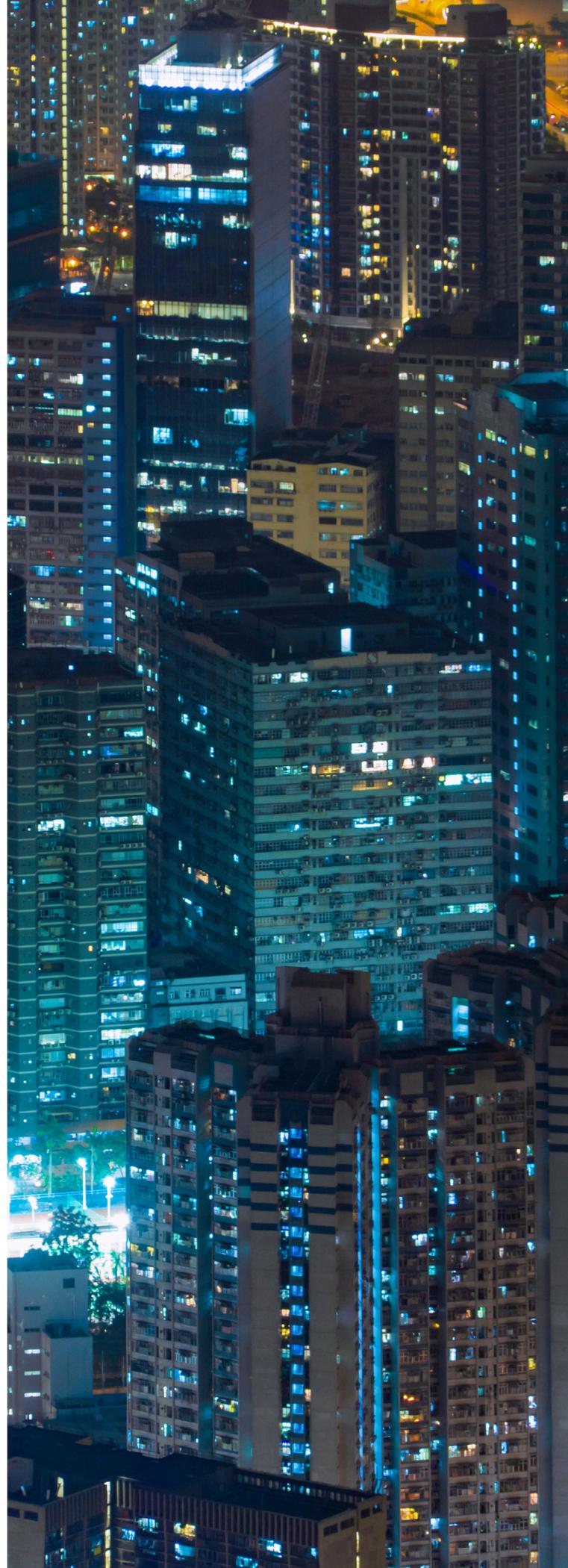
2

## Will the system help my team collaborate more efficiently?

Tiered storage can help control costs, but when not managed correctly it can also create silos that slow down the workflow. You'll want a solution with the built-in intelligence to eliminate production silos and allow your entire team—including editors, assistant editors, producers, showrunners, and other contributors—to collaborate effortlessly and securely across flash, online, nearline, and cloud storage. Whether your team uses Avid Media Composer®, Adobe Premiere Pro, Blackmagic DaVinci Resolve, Autodesk Flame, and/or other production tools, Avid NEXIS fosters the highest level of collaboration.

3

Will the system allow my team to access our assets from anywhere?

Your storage system should let team members browse, find, and share media and projects whether they're in the facility, on location, or at home—no matter which video, audio, news, sports, or graphics production tools are being used. Avid NEXIS puts your content library within easy reach of all team members, making you better prepared to capitalize on new opportunities for media rediscovery, reuse, and monetization.
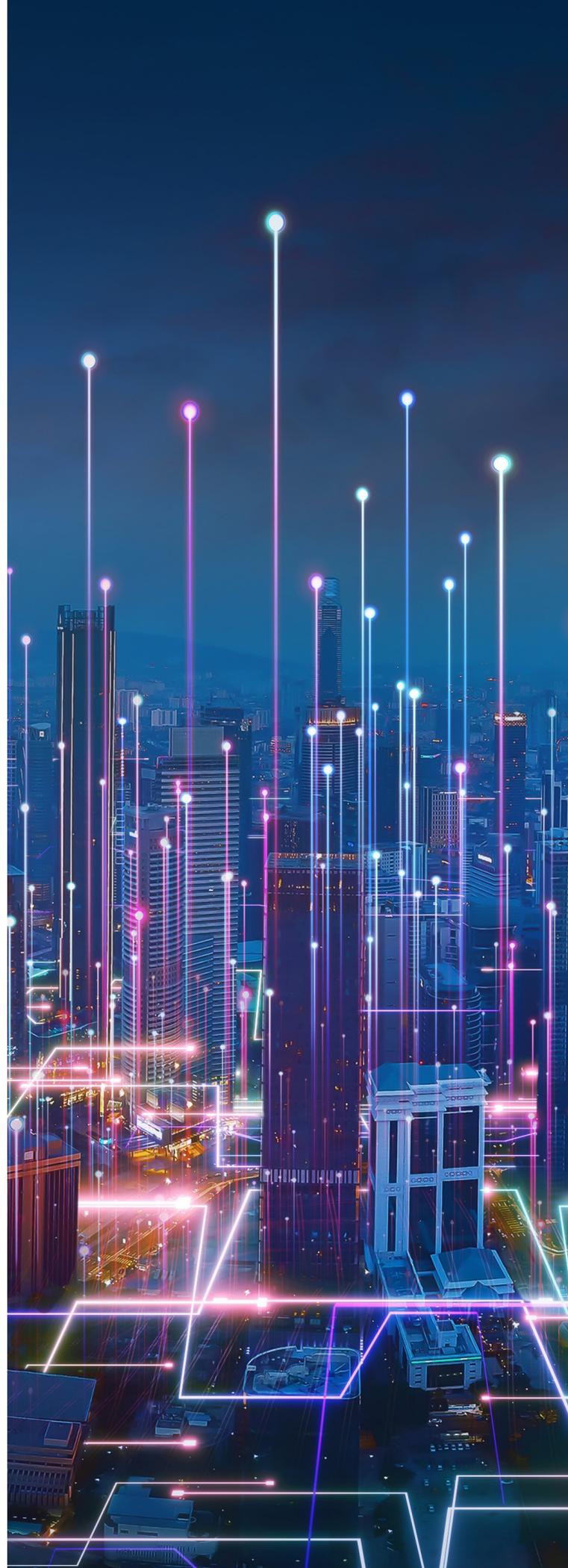
4

Does my storage system need to be cloud-ready?

Our industry is rapidly moving toward more cloud-based and hybrid on-prem/cloud workflows, so the ability to leverage the cloud will help future-proof your operation. Your storage file system should help ease this transition. In fact, a virtualized file system such as Avid NEXIS | VFS will let you deploy your storage on-premises, in the cloud, or as a fully integrated SaaS. There are three ways Avid NEXIS | VFS enables a distributed collaborative workflow via the cloud: Avid | NEXIS F-series storage with the addition of Avid NEXIS | EDGE remote access, Avid | Edit On Demand SaaS storage, and Avid NEXIS | VFS in the Cloud.

5

Can storage really simplify my workflow?

Absolutely. Your real-time shared storage should remove complexity from the workflow and streamline production. It should unify distributed storage devices into a single managed solution, and possess the intelligence to securely administrate user-access privileges, media protection, virtualization, and the scaling of users, capacity, and performance. Avid NEXIS | VFS gathers, analyzes, and responds to data it collects from its hardware subsystems to deliver these capabilities. It monitors and reports system errors, and in many cases can repair these errors without user intervention. By automating these tasks, Avid NEXIS | VFS lets you focus on creativity, not the intricacies of system maintenance.

6

How can storage help my team work faster?

Speed matters—especially in fields like news and sports production. That's why you should look for storage that enables real-time collaboration among team members, no matter where they're located. Cloud-based Avid MediaCentral® workflow management software and Avid NEXIS storage provide access to assignments, projects, assets, tasks, and other resources—anytime, anywhere. With centralized shared storage and all production handled in the cloud, editors can start working on material as soon as the media comes in, enabling ultra-fast content turnaround that can be tailored for and delivered to multiple digital outlets with a single click. Corporate video production departments can also benefit by eliminating the hard drive shuffle and time spent searching for and copying media.
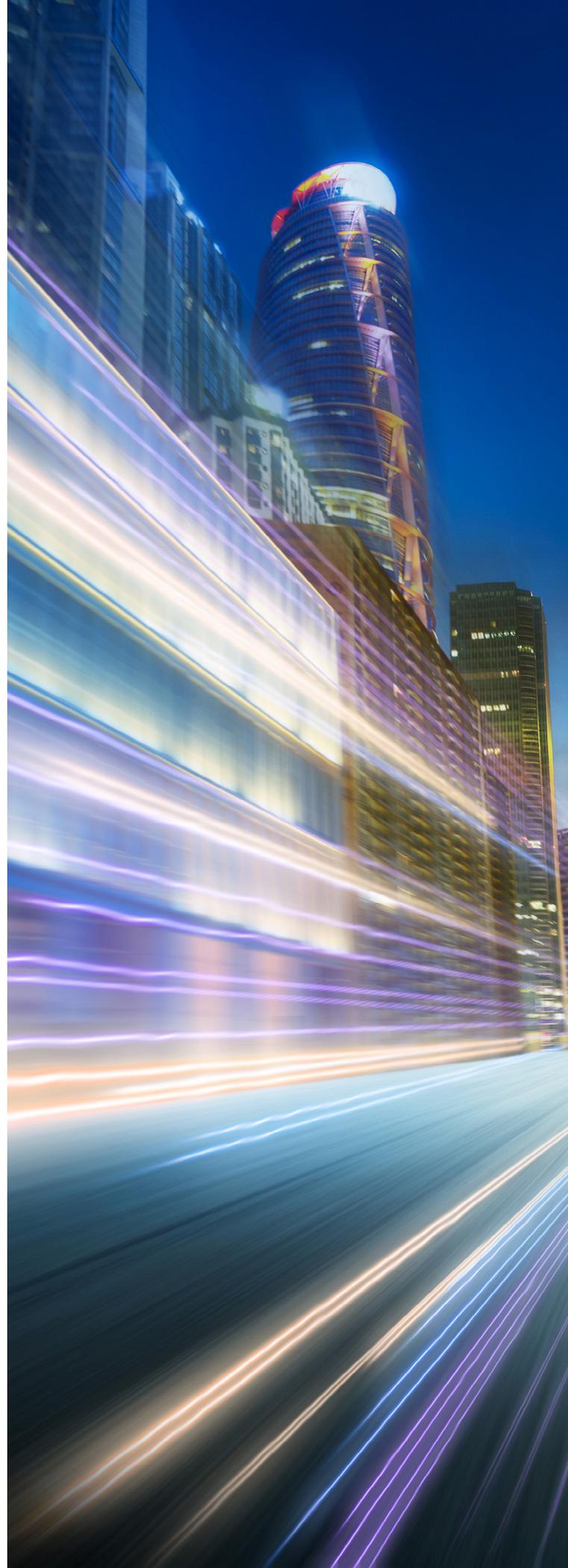
7

Can storage accommodate fluctuations in my business?

Insist on it. Your solution should be able to accommodate teams from two to more than 300, and scale from a few terabytes to many petabytes of total storage. Whether you want to upgrade aging hardware or transition to the cloud, make sure your choice provides the flexibility needed to support future business requirements. Available via Avid NEXIS | FLEX subscription plans, Avid NEXIS | VFS lets you take advantage of an OpEx business model while future-proofing your operation. You can even start on-prem and migrate to Microsoft Azure or a private cloud when ready.

8

How do I know the system will truly protect my assets?

The numbers don't lie. Choose a system that's been battle-tested by thousands of the world's leading media organizations, proving its mettle on award-winning feature films, episodic television, documentaries, and news and sports programming. Don't consider anything less than the bulletproof security and fail-safe protection required to allow your team to create and collaborate with confidence. Avid NEXIS | VFS safeguards your content and keeps projects up and running with flexible media protection, automatic drive rebuild, media mirroring, and high availability when used with Avid NEXIS hardware.

9

How do I optimize ROI on my storage purchase?

Over the past several years, subscription-based software has demonstrated the ability to lower the cost of acquiring new technology, as well as reduce upgrade fees. A cloud-based subscription storage solution will also let you move storage costs to OpEx and lower your power and cooling expenses, reducing the total cost of ownership, and maximizing the return on your investment. Avid NEXIS | VFS delivers these benefits via Avid NEXIS | FLEX subscription plans.

Speak with an Avid professional about Avid NEXIS video storage and how it can benefit your high-performance collaborative production workflows

Yes! Take Me There